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**OFFICIAL MEETING NOTICE**

**San Francisco Museum and Historical Society  
Advisory Committee**

**Thursday, November 14, 2002  
12:00 Noon**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order and Introduction of Advisory Committee Members**
- II. Calling of the Roll**

Members:

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelson  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

**DOCUMENTS DEPT.**

**NOV 12 2002**

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Absences to be Excused

There will be an opportunity for public comment before or during agenda item.

- III. Consideration and Possible Action to Nominate and Elect a Chair of the Advisory Committee**      **Action**



- |       |   |                   |
|-------|---|-------------------|
| IV.   | <b>Introduction and Review of the Legislation Creating the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Ordinance 92-02 Adopted by the Board of Supervisors, City and County of San Francisco, Establishing a San Francisco Museum and Historical Society Advisory Committee)</b>                                   | <b>Discussion</b> |
| V.    | <b>Overview of Public Meeting Laws – Adine Varah, Deputy City Attorney</b>  | <b>Discussion</b> |
| VI.   | <b>Consideration and Possible Action to Draft Bylaws for the Advisory Committee Including Meeting Frequency, Attendance Policies and Rules of Order - Adine Varah, Deputy City Attorney</b>   | <b>Action</b>     |
| VII.  | <b>Consideration and Possible Action to Set the 2003 Monthly Meetings of the Advisory Committee (See Appendix B – Proposed Schedule of 2003 Meetings)</b>   | <b>Action</b>     |
| VIII. | <b>Discussion of the Purposes and Responsibilities of the San Francisco Museum and Historical Society Advisory Committee (See Appendix C – List of Purposes and Responsibilities of the Advisory Committee)</b>   | <b>Discussion</b> |
| IX.   | <b>Report on the Status of the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society</b>  | <b>Discussion</b> |
| X.    | <b>Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society Funded by the City and County of San Francisco to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society</b> | <b>Discussion</b> |
| XI.   | <b>Other Business</b>   | <b>Discussion</b> |
| XII.  | <b>Public Comment</b>   |                   |
|       | Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.                 |                   |
| XIII. | <b>Adjournment – Chair</b>  | <b>Action</b>     |



Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sf.gov.org](http://sf.gov.org) (click on Key City Links at bottom of first screen; then City Departments and Agencies; click on "S" to reach San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.



AMENDED IN COMMITTEE  
5/21/02

FILE NO. 020637

ORDINANCE NO. 92-02

(Establishing a San Francisco Museum and Historical Society Advisory Committee.)

Ordinance amending Article VIII of the San Francisco Administrative Code by adding Section 2A.166 to establish the San Francisco Museum and Historical Society Advisory Committee as an advisory committee to the Board of Supervisors and the Board of Trustees of the Fine Arts Museums of San Francisco.

Note: This entire section is new.  
Board amendment additions are double underlined.  
Board amendment deletions are ~~strike through normal~~.

Be it ordained by the People of the City and County of San Francisco:

Section 1. The San Francisco Administrative Code is hereby amended by adding Article Section 2A.166, to read as follows:

**SEC. 2A.166. SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY ADVISORY COMMITTEE.**

(a) **Establishment of Committee.** There is hereby established a San Francisco Museum and Historical Society Advisory Committee ("Committee").

(b) **Committee Membership.** The Committee shall consist of nine (9) voting members. The members shall consist of:

- (1) Two (2) representatives from the San Francisco Museum and Historical Society (the "Society");
- (2) Two (2) representatives from the Fine Arts Museums of San Francisco ("FAMSF");

- 1 (3) One (1) representative from the San Francisco Public Library currently working  
2 in the City Archives division or with expertise in historical materials;  
3 (4) One (1) member of the public with significant expertise or experience  
4 researching and documenting the history of San Francisco ("the Historical  
5 Research Representative");  
6 (5) Two (2) members of the public from historical organizations including, but not  
7 limited to, organizations focused on the history of ethnic or racial minorities,  
8 sexual orientation, gender or any of the various other cultural ~~or on the history of~~  
9 ~~the lesbian, gay, bisexual and transgender~~ communities within San Francisco;  
10 and  
11 (6) One (1) member of the public with a professional background in museums who  
12 is not affiliated with FAMSF or the Society (the "Museum Professional  
13 Representative").

14 The Society representatives shall be appointed by ~~the Mayor based on nominations~~  
15 ~~from the San Francisco Museum and Historical Society.~~ The public representatives,  
16 excluding the Museum Professional Representative and the Historical Research  
17 Representative, shall be appointed by the Board of Supervisors based on nominations from  
18 the Society and from applications submitted by the general public. The Museum Professional  
19 Representative and the Historical Research Representative shall be appointed by the Mayor  
20 based on nominations from the Society and from applications submitted by the general public.  
21 The Society's nominations ~~and the public representative applications for positions other than~~  
22 ~~the Museum Professional Representative~~ and the Historical Research Representative shall be  
23 submitted to the Clerk of the Board of Supervisors within 30 days of the enactment of this  
24 Ordinance. The Society's nominations and the public representative applications for the  
25 Museum Professional Representative and the Historical Research Representative shall be



1 submitted to the Mayor's Office within 30 days of the enactment of this Ordinance. The San  
2 Francisco Public Library representative shall be appointed by ~~the Director of the Fine Arts~~  
3 ~~Museums based upon the recommendation of the City Librarian.~~ The FAMSF representatives  
4 shall be appointed by the Director of the Fine Arts Museums. All appointments shall be made  
5 within 60 days after enactment of this Ordinance and thereafter, as provided in subparagraph  
6 (c). Each Committee member shall serve at the pleasure of the appointing authority.

7 In making appointments, members of the Board of Supervisors, Mayor, City Librarian  
8 and the Director of the Fine Arts Museums shall take into consideration City policy that the  
9 members of all boards, commissions and committees be broadly representative of the  
10 diversity in ethnicity, race, age and sexual orientation of the City and County and have  
11 representation of both sexes. In no event shall more than four members of the Committee  
12 consist of members of the Fine Arts Museums Board of Trustees ("Fine Arts Museums  
13 Board") or its Executive Committee. In no event shall more than four members of the  
14 Committee consist of board members of the Society.

15 (c) Term of Office. Members shall serve a term of one year. The first one-year  
16 term for all members shall begin upon the date the Clerk of the Board of Supervisors certifies  
17 that all members of the Committee have been appointed following the adoption of this  
18 Ordinance. Future terms of office shall begin on that date of each successive year. Members  
19 shall conduct the first meeting of the Committee within thirty days of the appointment of all  
20 members.

21 In the event a vacancy in Committee membership occurs, the successor to the vacant  
22 position shall be appointed to complete the unexpired term of the office vacated in the same  
23 manner used to select the previous occupant of that position, consistent with subparagraph  
24 (b).  
25

1 (d) **Removal of Members.** Any member whom the Committee certifies to have  
2 missed three regularly scheduled meetings of the Committee in any six month period without  
3 prior authorization of the Committee shall be deemed to have resigned from the Committee  
4 effective on the date of the written certification from the Committee.

5 (e) **Compensation.** Members of the Committee shall not be compensated, nor  
6 shall they be reimbursed for expenses.

7 (f) **Purposes and Duties of Committee.** The purposes and duties of the  
8 Committee are to publicly discuss and make recommendations to the Board of Supervisors  
9 and Fine Arts Museums Board regarding any or all of the following topics:

- 10 (1) The management of the City history collections of the San Francisco  
11 Museum and Historical Society, the Fine Arts Museums of San Francisco,  
12 the San Francisco Public Library and other City departments, (the  
13 "Collection") including, but not limited to, issues related to the Inventory,  
14 housing, storage, exhibition, conservation and development of such  
15 Collection;
- 16 (2) The type of relationship between the City and the Society that would best  
17 serve to ensure the continuing existence, financial stability and success  
18 of the San Francisco Museum and Historical Society;
- 19 (3) The identification of permanent exhibition venue(s) for the Society's  
20 Collection and funding for such venue(s);
- 21 (4) Sources of potential financial support for the Society;
- 22 (5) The potential creation of one or more full-time or part-time positions under  
23 the Fine Arts Museums' budget for the purpose of conducting a complete  
24 inventory/catalogue of the City and County of San Francisco's historical  
25 collections as well as those of the Society;

(6) The potential merger of the City's historical collections with the Society's Collection; and

(7) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

(g) **Reporting Requirements.** The Committee shall submit to the Board of Supervisors and to the Fine Arts Museums Board a written report, by March 31 of 2003, summarizing its findings and recommendations, and then submit an annual report by March 1 of each subsequent year the Committee is in operation.

(h) **Officers.** At the initial meeting of the Committee, the Committee members shall select such officers as it deems necessary.

(i) **Staff Support.** The Fine Arts Museums shall provide staff support and resources for the Committee.

(j) **Meetings.** The Committee shall meet at least monthly. All meetings of the Committee, except as provided by applicable laws, shall be open to the public.

(k) **Establishment of Rules and Regulations.** The Committee, which qualifies as a Policy Body under San Francisco Administrative Code Chapter 67 (the "Sunshine Ordinance"), shall establish rules and regulations for its own organization and procedure that are consistent with the Sunshine Ordinance and other laws governing the conduct of public meetings.

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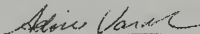
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1                    (l)     Sunset Clause. The provisions of this Ordinance and the operation of  
2     the Committee shall expire on June 1, 2005 unless otherwise amended by the Board of  
3     Supervisors.

4  
5     APPROVED AS TO FORM:  
6     DENNIS J. HERRERA, City Attorney

7     By:   
8     ADINE K. VARAH  
9     Deputy City Attorney

**San Francisco Museum and Historical Society  
Advisory Committee**

**Proposed Schedule of 2003 Monthly Meetings**

**Last Wednesday of Month**

**12:00 Noon  
Fine Arts Museums of San Francisco  
233 Post Street  
6<sup>th</sup> Floor Conference Room  
San Francisco, CA 94108**

January 29, 2003  
February 26, 2003  
March 26, 2003  
April 30, 2003  
May 28, 2003  
June 25, 2003  
July 30, 2003  
August 27, 2003  
September 24, 2003  
October 29, 2003  
November 19, 2003<sup>1</sup>  
December 17, 2003<sup>1</sup>

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<sup>1</sup>Third Wednesday of the month due to the Thanksgiving Holiday and New Year's Eve.



## **San Francisco Museum and Historical Society Advisory Committee**

### **Purposes and Responsibilities**

The purposes and duties of the Advisory Committee are to publicly discuss and make recommendations regarding any or all of the following topics:

- (1) The management of the City history collections of the San Francisco Museums and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- (2) The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- (3) The identification of permanent exhibition venue(s) for the Society's Collection and funding for such venue(s);
- (4) Sources of potential financial support for the Society;
- (5) The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- (6) The potential merger of the City's historical collections with the Society's Collection; and
- (7) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

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**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**November 14, 2002**

**I. Calling of the Meeting to Order and Introduction of Advisory Committee Members**

The initial meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, November 14, 2002, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 12:15 p.m. by Harry S. Parker III, Director of the Fine Arts Museums. Mr. Parker pointed out that the Advisory Committee was established by ordinance adopted by the Board of Supervisors; the ordinance stipulated that the Fine Arts Museums would staff the Advisory Committee. Members of the Advisory Committee then introduced themselves.

**II. Calling of the Roll**

All Members Present:

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

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Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Consideration and Possible Action to Nominate and Elect a Chair of the Advisory Committee**

On motion, duly seconded, Professor Heyman was nominated to serve as Chair of the Advisory Committee. He expressed his willingness to serve as Acting Chair of today's meeting and his preference to defer the decision to assume the ongoing

responsibilities of Chair until the scope of the Advisory Committee's work is more defined. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to elect Professor Heyman as Acting Chair of this meeting.

Professor Heyman presided; Mrs. Gough acted as Secretary.

#### **IV. Introduction and Review of the Legislation Creating the San Francisco Museum and Historical Society Advisory Committee**

Mr. Parker reviewed Ordinance 92-02, introduced by Supervisor Aaron Peskin and adopted by the Board of Supervisors on June 3, 2002. This Ordinance established the SFMHS Advisory Committee, which includes the following provisions:

- Nine voting members shall be appointed each serving a term of one year.
- A member missing three regularly scheduled meetings in any six month period without the prior authorization of the Committee shall be deemed to have resigned.
- Committee members serve without compensation or reimbursement for expenses.
- Enumeration of the purposes and duties of the Committee (see following discussion on pages 5 and 6 of these minutes).
- The Committee shall submit a written report by March 31, 2003 summarizing its findings and recommendations, followed by an annual report by March 1<sup>st</sup> of each subsequent year the Committee is in operation.
- Officers shall be selected as the Committee deems necessary.
- The Fine Arts Museums shall provide staff support and resources for the Committee.
- The Committee shall meet monthly; all meetings shall be open to the public.
- Rules and Regulations shall be adopted.

In the absence of Supervisor Aaron Peskin, Wade Crowfoot, aide to the Supervisor, expressed appreciation to the Advisory Committee members for their participation in this important effort and offered the assistance of Supervisor Peskin during the course of the Advisory Committee's deliberations.

Mr. Moran, President of the SFMHS Board of Directors, stated that the Boards of the San Francisco History Museum and the San Francisco Historical Society voted unanimously to merge in February 2002. Since that time, the SFMHS Board has worked diligently to establish a forum to discuss the possible consolidation of the City's history collections.

**V. Overview of Public Meeting Laws – Adine Varah, Deputy City Attorney**

Deputy City Attorney Adine Varah, who represents the City's arts and cultural institutions, will assist the Advisory Committee in its work. Before beginning her presentation, Ms. Varah distributed the appended, final copy of the legislation creating the SFMHS Advisory Committee

The City's Commissions, boards and committees exist to conduct the people's business. The public meeting laws, the Sunshine Ordinance in San Francisco and the State of California Brown Act, are designed to ensure that the discussions and actions of these bodies are conducted openly. These laws serve to inform the public on matters to be discussed and acted upon, allow the public to participate in these deliberations, and keep the public informed of what occurred through public meeting records.

A meeting occurs when a majority, five members in the case of the Advisory Committee, convene at the same time and place, including gatherings for discussions, presentations or work sessions. However, it is possible for an unlawful meeting to take place even if a majority of the members are not present in the same place at the same time. A fax or email to obtain the approval of a committee action is considered a "seriatum" meeting. This occurs when a majority of the members communicate outside of a public meeting through a series of communications. Additionally, special rules exist for social occasions and closed sessions.

Public notice of a meeting and agenda is required 72 hours in advance of the meeting. An item not listed on the agenda cannot be discussed, however, committee members may respond to a public member's statements or questions and some limited emergency circumstances may be discussed. Each member of the public has the right to speak before or during the discussion of any item on the agenda for up to three minutes. A record of all Advisory Committee motions and votes must be maintained. Closed sessions of the Advisory Committee must be tape recorded and maintained on file in perpetuity. This requirement does not apply to regular meetings of the Advisory Committee.

Copies of the "Sunshine Ordinance Training Manual for San Francisco Public Officials" and "An Overview of the Laws Governing the Conduct of Public Officials" will be distributed to Advisory Committee members.

There was no public comment.

**VI. Consideration and Possible Action to Draft Bylaws for the Advisory Committee Including Meeting Frequency, Attendance Policies and Rules of Order - Adine Varah, Deputy City Attorney**

Ms. Varah advised that most Boards and Commissions have adopted Bylaws, which address administrative matters. The Bylaws, or Rules of Order, would stipulate the Advisory Committee's purpose, meeting location and frequency, attendance rules,

voting requirements, and would also set forth the role of officers and process for creating subcommittees.

On motion, duly seconded, there was no discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to request Ms. Varah to draft Bylaws for the Committee to be circulated for review prior to the next meeting.

**VII. Consideration and Possible Action to Set the 2003 Monthly Meetings of the Advisory Committee**

Mr. Parker presented a calendar of 2003 monthly meeting dates for the Committee's consideration. It is proposed that the Advisory Committee convene on the last Wednesday of each month beginning on January 29, 2003, at 12:00 noon, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. Professor Heyman voiced support for the proposed meeting schedule noting that the Advisory Committee is required to submit a report of its findings and recommendations to the Board of Supervisors by March 31, 2003. He further noted that beginning in August 2003, the last Wednesday of the month will be problematic due to his teaching obligations.

Mr. James Lazarus, Executive Director of the San Francisco Museum and Historical Society, reported that the Ordinance may be amended in the future to add two more seats to the Advisory Committee. At that time, it may be possible to revise the March 31, 2003 submission date for an Advisory Committee report to the Board of Supervisors and perhaps to adjust the monthly meeting requirement as well.

On motion, duly seconded, there was no discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to set the following 2003 meeting dates through July 2003:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Wednesday, January 29, 2003	Noon	233 Post St., San Francisco
Wednesday, February 26, 2003	Noon	233 Post St., San Francisco
Wednesday, March 26, 2003	Noon	233 Post St., San Francisco
Wednesday, April 30, 2003	Noon	233 Post St., San Francisco
Wednesday, May 28, 2003	Noon	233 Post St., San Francisco
Wednesday, June 25, 2003	Noon	233 Post St., San Francisco
Wednesday, July 30, 2003	Noon	233 Post St., San Francisco

## **VIII. Discussion of the Purposes and Responsibilities of the San Francisco Museum and Historical Society Advisory Committee**

Mr. Parker commented that objects pertaining to San Francisco's history exist in a number of City departments, such as the San Francisco Public Library and the de Young Museum of the Fine Arts Museums. In addition, the SFMHS has a history collection, and other City collections may exist, which are not yet identified. A strong San Francisco History Museum offers the potential to consolidate these separately maintained collections within one entity and to attract the interest and support of private collectors as well.

The following list of Advisory Committee purposes and responsibilities was discussed with pertinent comments noted:

- (1) The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- Lengthy discussion ensued regarding the importance of completing an inventory of the collections of the FAMSF, SFMHS, and San Francisco Public Library as a first step; the value of utilizing common technology in compiling the inventory was stressed.
- The inventory will assist in identifying the classes or categories of objects to be collected.
- The FAMSF San Francisco history collection is comprised of paintings; works on paper such as photographs, theater programs and real estate maps; maritime-related objects; and textiles, for example, costumes of a historical nature.
- The SFMHS collection includes letters, archives, and accounting books legitimate for a historical society, as well as paintings and artifacts.
- Current event objects that will be relevant to San Francisco history are part of the SFMHS collection, such as items from the San Francisco Giants / 2002 World Series and election materials.
- Gladys Hanson, former Curator of the San Francisco Museum and an expert on the 1906 earthquake, has created a comprehensive, personal collection of data.
- The San Francisco Library collection includes some artifacts and extensive archives including election materials.
- Once the scope of the various collections has been identified, the SFMHS should develop a mission statement and collections policy, which will be helpful to other organizations as they consider the possible transfer of their collections to the SFMHS.
- The pros and cons of including the word, "history", in the name of the museum were discussed; various organizational structures might be considered whereby the name of a subsidiary entity might include the history designation.

- The City recognizes the SFMHS as the San Francisco's History Museum.

There was no public comment.

- (2) The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;

- FAMSF is an arts and culture department of the City and holds the City's art collection.
- The City's arts and culture departments (FAMSF and the Asian Art Museum) are individual non-profit organizations housed in City owned facilities or on public land.
- City legislation allows for the transfer of collections to other public and private entities.
- Deputy City Attorney Varah was requested to prepare an analysis of various structural models to assist the Committee as it considers the preferred relationship between the City and the SFMHS.

- (3) Sources of potential financial support for the Society;

- (4) The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society (see discussion below and on page 7 of these minutes);

- (5) The potential merger of the City's historical collections with the Society's Collection; and

- (6) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

There was no public comment.

**X. Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society Funded by the City and County of San Francisco to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Parker reported that a \$50,000 City allocation has been added to the FAMSF budget to catalogue and inventory San Francisco history objects. The City funds are not yet appropriated, but the FAMSF is advancing the funds. Mr. Parker introduced Robert Futernick, FAMSF Acting Associate Director, who has been

instrumental in documenting and digitizing the Museums' permanent collections. Over 100,000 objects in the permanent collection have been photographed, documented, and digitized in the Museums' database; approximately 82,000 images are available on the Museums' website.

Mr. Futernick stated that the Museums' registration procedures can be applied to the history collection to identify what is in the collection, what it looks like, and where it is located. By utilizing bar code technology, it is possible to keep track of objects and their locations. Sue Grinols, Manager of Photography Services, reported that approximately 250 objects in the FMSF history collection have been barcoded, measured, photographed, and tagged, and data records have been generated for each object. Ms. Grinols devotes two days a week to the history inventory project and estimated that approximately 50 objects are catalogued in a day.

Mr. Lazarus noted that grant funds are being solicited in order to continue the effort to catalogue and inventory the SFMHS collection.

There was no public comment.

**IX. Report on the Status of the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus reported that the SFMHS administrative offices, library, and research activities are located in office space South of Market. The historical society functions, publications and membership services, are relocating to this site. Lease negotiations with the Port of San Francisco have been finalized for the temporary use of 9,000 sq. ft. at Pier 45. This space would be shared with Musée Mécanique, which must relocate from the Cliff House due to the pending restoration of that historic building. It is proposed that the SFMHS and the Musée Mécanique jointly operate a museum in this space effective in December 2002. The SFMHS collection is largely stored at Treasure Island, and the City has also provided a portion of the south court off the City Hall Rotunda for a series of San Francisco history displays.

The transfer of the Old Mint located at Fifth and Mission Streets from the United States General Services Administration to the City of San Francisco has been initiated, and a Task Force of the City's Economic Development Office is considering the renovation and viability of Old Mint. The SFMHS submitted a comprehensive re-use proposal for the Old Mint, including a visitor center in partnership with the Convention and Visitors Bureau and special exhibit spaces for related collections (such as the history of coins and the Old Mint itself). There are two other proposals, one involving a private membership club / hotel and a low income housing proposal, each with a small museum component.

It is expected that the Old Mint Task Force will make a recommendation on one of the three proposals to the Mayor next month for Board of Supervisors action in



January 2003. A three to six month period of exclusive negotiations would follow to finalize a development agreement and 66 year lease for the building.

Mr. Lazarus introduced Robert Mendelsohn, who coordinated the SFMHS re-use proposal working with Piero Patri, Principal of Patri.Merker.Architects, and Barry Howard, museum architect who designed the State Railway Museum in Sacramento. Mr. Mendelsohn commented on the City's interest in determining a re-use for the Old Mint with an acceptable financing model requiring no City support.

Mr. Mendelsohn, Mr. Patri and Mr. Howard reviewed the SFMHS preliminary proposal for the re-use of the Old Mint. There is a total of 60,000 sq. ft. on three floors, grade floor, main floor, and second floor. The building, which has been designated as a national landmark, has no basement and minimal storage space. The proposal includes retail opportunities, space for restaurants and offices, and the visitor center noted previously. Approximately 25,000 sq. ft. is allocated as museum space including 12,000 sq. ft. of gallery space on the roof of the building.

The \$48 million project cost will require a fund-raising effort. Senator Dianne Feinstein has expressed interest in introducing legislation to create a commemorative coin, which may generate up to \$14 million.

Mr. Parker commented that the proposed gallery space can accommodate the exhibition venue, but space required for support functions such as storage, preservation, education, and research will need to be addressed. The re-use proposal presumes that a back-up facility would be necessary to support these functions.

There was no public comment.

#### **XI. Other Business**

There was no other business.

#### **XII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

#### **XIII. Adjournment – Ira Michael Heyman, Acting Chair**

On behalf of the SFMHS Board of Directors, Ms. Mendelsohn recognized the significance of the Advisory Committee's work and thanked the members for their participation. She particularly acknowledged the efforts of Mr. Parker, Mr. Lazarus,



Deputy City Attorney Varah, and Supervisor Peskin. There being no further business, the meeting was adjourned at 2:05 p.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

sfmhsadvcom0211



San Francisco Administrative Code

**SEC. 2A.166. SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE.**

- (a) **Establishment of Committee.** There is hereby established a San Francisco Museum and Historical Society Advisory Committee ("Committee").
- (b) **Committee Membership.** The Committee shall consist of nine (9) voting members. The members shall consist of:
- (1) Two (2) representatives from the San Francisco Museum and Historical Society (the "Society");
  - (2) Two (2) representatives from the Fine Arts Museums of San Francisco ("FAMSF");
  - (3) One (1) representative from the San Francisco Public Library currently working in the City Archives division or with expertise in historic materials;
  - (4) One (1) member of the public with significant expertise or experience researching and documenting the history of San Francisco ("the Historical Research Representative");
  - (5) Two (2) members of the public from historical organizations including, but not limited to, organizations focused on the history of ethnic or racial minorities, sexual orientation, gender, or any of the various other cultural communities within San Francisco; and
  - (6) One (1) member of the public with a professional background in museums who is not affiliated with FAMSF or the Society (the "Museum Professional Representative"),

The Society representatives shall be appointed by the San Francisco Museum and Historical Society. The public representatives, excluding the Museum Professional Representative and the Historical Research Representative, shall be appointed by the Board of Supervisors based on nominations from the Society and from applications submitted by the general public. The Museum Professional Representative and the Historical Research Representative shall be appointed by the Mayor based on nominations from the Society and from applications submitted by the general public. The Society's nominations and the public representative applications for positions other than the Museum Professional Representative and the Historical Research Representative shall be submitted to the Clerk of the Board of Supervisors within 30 days of the enactment of this Ordinance. The Society's nominations and the public representative applications for the Museum Professional Representative and the Historical Research Representative shall be submitted to the Mayor's Office within 30 days of the enactment of this Ordinance. The San Francisco Public Library representative shall be appointed by the City Librarian. The FAMSF representatives shall be appointed by the Director of the Fine Arts Museums. All appointments shall be made within 60 days after enactment of this Ordinance and thereafter, as provided in subparagraph (c). Each Committee member shall serve at the pleasure of the appointing authority.

In making appointments, members of the Board of Supervisors, Mayor, City Librarian and the Director of the Fine Arts Museums shall take into consideration City policy that the members of all boards, commissions and

committees be broadly representative of the diversity in ethnicity, race, age and sexual orientation of the City and County and have representation of both sexes. In no event shall more than four members of the Committee consist of members of the Fine Arts Museums Board of Trustees ("Fine Arts Museums Board") or its Executive Committee. In no event shall more than four members of the Committee consist of board members of the Society.

- (c) **Term of Office.** Members shall serve a term of one year. The first one-year term for all members shall begin upon the date the Clerk of the Board of Supervisors certifies that all members of the Committee have been appointed following the adoption of this Ordinance. Future terms of office shall begin on that date of each successive year. Members shall conduct the first meeting of the Committee within thirty days of the appointment of all members.

In the event a vacancy in Committee membership occurs, the successor to the vacant position shall be appointed to complete the unexpired term of the office vacated in the same manner used to select the previous occupant of that position, consistent with subparagraph (b).

- (d) **Removal of Members.** Any member whom the Committee certifies to have missed three regularly scheduled meetings of the Committee in any six month period without prior authorization of the Committee shall be deemed to have resigned from the Committee effective on the date of the written certification from the Committee.
- (e) **Compensation.** Members of the Committee shall not be compensated, nor shall they be reimbursed for expenses.
- (f) **Purposes and Duties of Committee.** The purposes and duties of the Committee are to publicly discuss and make recommendations to the Board of Supervisors and Fine Arts Museums Board regarding any or all of the following topics:
- (1) The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments, (the "Collection") including, but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
  - (2) The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
  - (3) The identification of permanent exhibition venue(s) for the Society's Collection and funding for such venue(s);
  - (4) Sources of potential financial support for the Society;
  - (5) The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
  - (6) The potential merger of the City's historical collections with the Society's Collection; and
  - (7) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

San Francisco Museum and Historical Society Advisory Committee Ordinance  
Passed by S.F. Board of Supervisors on June 3, 2002  
Approved by Mayor on June 14, 2002

- (g) **Reporting Requirements.** The Committee shall submit to the Board of Supervisors and to the Fine Arts Museums Board a written report, by March 31 of 2003, summarizing its findings and recommendations, and then submit an annual report by March 1 of each subsequent year the Committee is in operation.
- (h) **Officers.** At the initial meeting of the Committee, the Committee members shall select such officers as it deems necessary.
- (i) **Staff Support.** The Fine Arts Museums shall provide staff support and resources for the Committee.
- (i) **Meetings.** The Committee shall meet at least monthly. All meetings of the Committee, except as provided by applicable laws, shall be open to the public.
- (k) **Establishment of Rules and Regulations.** The Committee, which qualifies as a Policy Body under San Francisco Administrative Code Chapter 67 (the "Sunshine Ordinance"), shall establish rules and regulations for its own organization and procedure that are consistent with the Sunshine Ordinance and other laws governing the conduct of public meetings.
- (l) **Sunset Clause.** The provisions of this Ordinance and the operation of the Committee shall expire on June 1, 2005, unless otherwise amended by the Board of Supervisors. (Added by Ord. 92-02, File No. 020637, App. 6/14/2002)



45  
/03

**OFFICIAL MEETING NOTICE**

**San Francisco Museum and Historical Society  
Advisory Committee**

**Wednesday, January 29, 2003  
12:00 Noon**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

DOCUMENTS DEPT.

JAN 17 2003

SAN FRANCISCO  
PUBLIC LIBRARY

- I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair
- II. Calling of the Roll

Members:

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

Absences to be Excused

There will be an opportunity for public comment before or during each agenda item.

- |       |   |            |
|-------|---|------------|
| III.  | Consideration and Possible Action to Nominate and Elect a Chair of the Advisory Committee   | Action     |
| IV.   | Consideration and Possible Action to Approve the Minutes of the Initial November 14, 2002 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)  | Action     |
| V.    | Consideration and Possible Action to Adopt the Proposed Bylaws of the San Francisco Museum and Historical Society Advisory Committee (See Appendix B – Draft Bylaws Dated December 9, 2002 <sup>1</sup> )   | Action     |
| VI.   | Consideration and Possible Action to Nominate and Elect a Vice-Chair of the San Francisco Museum and Historical Society Advisory Committee  | Action     |
| VII.  | Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society   | Discussion |
| VIII. | Report on the Programs, Exhibitions, Publications and Website of the San Francisco Museum and Historical Society – James Lazarus, Executive Director, San Francisco Museum and Historical Society (Material To Be Distributed at Meeting)   | Discussion |
| IX.   | Status Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society Funded by the City and County of San Francisco to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society | Discussion |
| X.    | Report on the Museum Assessment Program of the American Association of Museums – Harry S. Parker III, Director of Museums (See Appendix C – Museum Assessment Program Description)  | Discussion |
| XI.   | Other Business  | Discussion |
| A.    | Report on the Certification by the Board of Supervisors of the Initial Membership to the San Francisco Museum and Historical Society Advisory Committee (See Appendix D)  | Discussion |
| B.    | Legislative Update – Proposed Amendments to San Francisco Museum and Historical Society Advisory Committee Ordinance (See Appendix E - Proposed Amendments) – James Lazarus, Executive Director, San Francisco Museum and Historical Society  | Discussion |

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<sup>1</sup> Members of the public may contact Judy Gough at 750-3669 to receive a copy of the proposed Bylaws.



XII. Public Comment

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

XIII. Adjournment – Chair

Action

#### Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on Key City Links at bottom of first screen; then City Departments and Agencies; click on "S" to reach San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

#### Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**November 14, 2002**

**I. Calling of the Meeting to Order and Introduction of Advisory Committee Members**

The initial meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, November 14, 2002, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 12:15 p.m. by Harry S. Parker III, Director of the Fine Arts Museums. Mr. Parker pointed out that the Advisory Committee was established by ordinance adopted by the Board of Supervisors; the ordinance stipulated that the Fine Arts Museums would staff the Advisory Committee. Members of the Advisory Committee then introduced themselves.

**II. Calling of the Roll**

All Members Present:

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

**DOCUMENTS DEPT.**

**JAN 17 2003**

**SAN FRANCISCO  
PUBLIC LIBRARY**

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Consideration and Possible Action to Nominate and Elect a Chair of the Advisory Committee**

On motion, duly seconded, Professor Heyman was nominated to serve as Chair of the Advisory Committee. He expressed his willingness to serve as Acting Chair of today's meeting and his preference to defer the decision to assume the ongoing

responsibilities of Chair until the scope of the Advisory Committee's work is more defined. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to elect Professor Heyman as Acting Chair of this meeting.

Professor Heyman presided; Mrs. Gough acted as Secretary.

#### **IV. Introduction and Review of the Legislation Creating the San Francisco Museum and Historical Society Advisory Committee**

Mr. Parker reviewed Ordinance 92-02, introduced by Supervisor Aaron Peskin and adopted by the Board of Supervisors on June 3, 2002. This Ordinance established the SFMHS Advisory Committee, which includes the following provisions:

- Nine voting members shall be appointed each serving a term of one year.
- A member missing three regularly scheduled meetings in any six month period without the prior authorization of the Committee shall be deemed to have resigned.
- Committee members serve without compensation or reimbursement for expenses.
- Enumeration of the purposes and duties of the Committee (see following discussion on pages 5 and 6 of these minutes).
- The Committee shall submit a written report by March 31, 2003 summarizing its findings and recommendations, followed by an annual report by March 1<sup>st</sup> of each subsequent year the Committee is in operation.
- Officers shall be selected as the Committee deems necessary.
- The Fine Arts Museums shall provide staff support and resources for the Committee.
- The Committee shall meet monthly; all meetings shall be open to the public.
- Rules and Regulations shall be adopted.

In the absence of Supervisor Aaron Peskin, Wade Crowfoot, aide to the Supervisor, expressed appreciation to the Advisory Committee members for their participation in this important effort and offered the assistance of Supervisor Peskin during the course of the Advisory Committee's deliberations.

Mr. Moran, President of the SFMHS Board of Directors, stated that the Boards of the San Francisco History Museum and the San Francisco Historical Society voted unanimously to merge in February 2002. Since that time, the SFMHS Board has worked diligently to establish a forum to discuss the possible consolidation of the City's history collections.

**V. Overview of Public Meeting Laws – Adine Varah, Deputy City Attorney**

Deputy City Attorney Adine Varah, who represents the City's arts and cultural institutions, will assist the Advisory Committee in its work. Before beginning her presentation, Ms. Varah distributed the appended, final copy of the legislation creating the SFMHS Advisory Committee

The City's Commissions, boards and committees exist to conduct the people's business. The public meeting laws, the Sunshine Ordinance in San Francisco and the State of California Brown Act, are designed to ensure that the discussions and actions of these bodies are conducted openly. These laws serve to inform the public on matters to be discussed and acted upon, allow the public to participate in these deliberations, and keep the public informed of what occurred through public meeting records.

A meeting occurs when a majority, five members in the case of the Advisory Committee, convene at the same time and place, including gatherings for discussions, presentations or work sessions. However, it is possible for an unlawful meeting to take place even if a majority of the members are not present in the same place at the same time. A fax or email to obtain the approval of a committee action is considered a "seriatum" meeting. This occurs when a majority of the members communicate outside of a public meeting through a series of communications. Additionally, special rules exist for social occasions and closed sessions.

Public notice of a meeting and agenda is required 72 hours in advance of the meeting. An item not listed on the agenda cannot be discussed, however, committee members may respond to a public member's statements or questions and some limited emergency circumstances may be discussed. Each member of the public has the right to speak before or during the discussion of any item on the agenda for up to three minutes. A record of all Advisory Committee motions and votes must be maintained. Closed sessions of the Advisory Committee must be tape recorded and maintained on file in perpetuity. This requirement does not apply to regular meetings of the Advisory Committee.

Copies of the "Sunshine Ordinance Training Manual for San Francisco Public Officials" and "An Overview of the Laws Governing the Conduct of Public Officials" will be distributed to Advisory Committee members.

There was no public comment.

**VI. Consideration and Possible Action to Draft Bylaws for the Advisory Committee Including Meeting Frequency, Attendance Policies and Rules of Order - Adine Varah, Deputy City Attorney**

Ms. Varah advised that most Boards and Commissions have adopted Bylaws, which address administrative matters. The Bylaws, or Rules of Order, would stipulate the Advisory Committee's purpose, meeting location and frequency, attendance rules,

voting requirements, and would also set forth the role of officers and process for creating subcommittees.

On motion, duly seconded, there was no discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to request Ms. Varah to draft Bylaws for the Committee to be circulated for review prior to the next meeting.

**VII. Consideration and Possible Action to Set the 2003 Monthly Meetings of the Advisory Committee**

Mr. Parker presented a calendar of 2003 monthly meeting dates for the Committee's consideration. It is proposed that the Advisory Committee convene on the last Wednesday of each month beginning on January 29, 2003, at 12:00 noon, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. Professor Heyman voiced support for the proposed meeting schedule noting that the Advisory Committee is required to submit a report of its findings and recommendations to the Board of Supervisors by March 31, 2003. He further noted that beginning in August 2003, the last Wednesday of the month will be problematic due to his teaching obligations.

Mr. James Lazarus, Executive Director of the San Francisco Museum and Historical Society, reported that the Ordinance may be amended in the future to add two more seats to the Advisory Committee. At that time, it may be possible to revise the March 31, 2003 submission date for an Advisory Committee report to the Board of Supervisors and perhaps to adjust the monthly meeting requirement as well.

On motion, duly seconded, there was no discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to set the following 2003 meeting dates through July 2003:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Wednesday, January 29, 2003	Noon	233 Post St., San Francisco
Wednesday, February 26, 2003	Noon	233 Post St., San Francisco
Wednesday, March 26, 2003	Noon	233 Post St., San Francisco
Wednesday, April 30, 2003	Noon	233 Post St., San Francisco
Wednesday, May 28, 2003	Noon	233 Post St., San Francisco
Wednesday, June 25, 2003	Noon	233 Post St., San Francisco
Wednesday, July 30, 2003	Noon	233 Post St., San Francisco

# **VIII. Discussion of the Purposes and Responsibilities of the San Francisco Museum and Historical Society Advisory Committee**

Mr. Parker commented that objects pertaining to San Francisco's history exist in a number of City departments, such as the San Francisco Public Library and the de Young Museum of the Fine Arts Museums. In addition, the SFMHS has a history collection, and other City collections may exist, which are not yet identified. A strong San Francisco History Museum offers the potential to consolidate these separately maintained collections within one entity and to attract the interest and support of private collectors as well.

The following list of Advisory Committee purposes and responsibilities was discussed with pertinent comments noted:

- (1) The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- Lengthy discussion ensued regarding the importance of completing an inventory of the collections of the FAMSF, SFMHS, and San Francisco Public Library as a first step; the value of utilizing common technology in compiling the inventory was stressed.
- The inventory will assist in identifying the classes or categories of objects to be collected.
- The FAMSF San Francisco history collection is comprised of paintings; works on paper such as photographs, theater programs and real estate maps; maritime-related objects; and textiles, for example, costumes of a historical nature.
- The SFMHS collection includes letters, archives, and accounting books legitimate for a historical society, as well as paintings and artifacts.
- Current event objects that will be relevant to San Francisco history are part of the SFMHS collection, such as items from the San Francisco Giants / 2002 World Series and election materials.
- Gladys Hanson, former Curator of the San Francisco Museum and an expert on the 1906 earthquake, has created a comprehensive, personal collection of data.
- The San Francisco Library collection includes some artifacts and extensive archives including election materials.
- Once the scope of the various collections has been identified, the SFMHS should develop a mission statement and collections policy, which will be helpful to other organizations as they consider the possible transfer of their collections to the SFMHS.
- The pros and cons of including the word, "history", in the name of the museum were discussed; various organizational structures might be considered whereby the name of a subsidiary entity might include the history designation.



- The City recognizes the SFMHS as the San Francisco's History Museum.

There was no public comment.

- (2) The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
  - FAMSF is an arts and culture department of the City and holds the City's art collection.
  - The City's arts and culture departments (FAMSF and the Asian Art Museum) are individual non-profit organizations housed in City owned facilities or on public land.
  - City legislation allows for the transfer of collections to other public and private entities.
  - Deputy City Attorney Varah was requested to prepare an analysis of various structural models to assist the Committee as it considers the preferred relationship between the City and the SFMHS.
- (3) Sources of potential financial support for the Society;
- (4) The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society (see discussion below and on page 7 of these minutes);
- (5) The potential merger of the City's historical collections with the Society's Collection; and
- (6) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

There was no public comment.

**X. Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society Funded by the City and County of San Francisco to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Parker reported that a \$50,000 City allocation has been added to the FAMSF budget to catalogue and inventory San Francisco history objects. The City funds are not yet appropriated, but the FAMSF is advancing the funds. Mr. Parker introduced Robert Futernick, FAMSF Acting Associate Director, who has been



instrumental in documenting and digitizing the Museums' permanent collections. Over 100,000 objects in the permanent collection have been photographed, documented, and digitized in the Museums' database; approximately 82,000 images are available on the Museums' website.

Mr. Futernick stated that the Museums' registration procedures can be applied to the history collection to identify what is in the collection, what it looks like, and where it is located. By utilizing bar code technology, it is possible to keep track of objects and their locations. Sue Grinols, Manager of Photography Services, reported that approximately 250 objects in the FAMSF history collection have been barcoded, measured, photographed, and tagged, and data records have been generated for each object. Ms. Grinols devotes two days a week to the history inventory project and estimated that approximately 50 objects are catalogued in a day.

Mr. Lazarus noted that grant funds are being solicited in order to continue the effort to catalogue and inventory the SFMHS collection.

There was no public comment.

**IX. Report on the Status of the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus reported that the SFMHS administrative offices, library, and research activities are located in office space South of Market. The historical society functions, publications and membership services, are relocating to this site. Lease negotiations with the Port of San Francisco have been finalized for the temporary use of 9,000 sq. ft. at Pier 45. This space would be shared with Musée Mecanique, which must relocate from the Cliff House due to the pending restoration of that historic building. It is proposed that the SFMHS and the Musée Mecanique jointly operate a museum in this space effective in December 2002. The SFMHS collection is largely stored at Treasure Island, and the City has also provided a portion of the south court off the City Hall Rotunda for a series of San Francisco history displays.

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It is expected that the Old Mint Task Force will make a recommendation on one of the three proposals to the Mayor next month for Board of Supervisors action in

January 2003. A three to six month period of exclusive negotiations would follow to finalize a development agreement and 66 year lease for the building.

Mr. Lazarus introduced Robert Mendelsohn, who coordinated the SFMHS re-use proposal working with Piero Patri, Principal of Patri.Merker.Architects, and Barry Howard, museum architect who designed the State Railway Museum in Sacramento. Mr. Mendelsohn commented on the City's interest in determining a re-use for the Old Mint with an acceptable financing model requiring no City support.

Mr. Mendelsohn, Mr. Patri and Mr. Howard reviewed the SFMHS preliminary proposal for the re-use of the Old Mint. There is a total of 60,000 sq. ft. on three floors, grade floor, main floor, and second floor. The building, which has been designated as a national landmark, has no basement and minimal storage space. The proposal includes retail opportunities, space for restaurants and offices, and the visitor center noted previously. Approximately 25,000 sq. ft. is allocated as museum space including 12,000 sq. ft. of gallery space on the roof of the building.

The \$48 million project cost will require a fund-raising effort. Senator Dianne Feinstein has expressed interest in introducing legislation to create a commemorative coin, which may generate up to \$14 million.

Mr. Parker commented that the proposed gallery space can accommodate the exhibition venue, but space required for support functions such as storage, preservation, education, and research will need to be addressed. The re-use proposal presumes that a back-up facility would be necessary to support these functions.

There was no public comment.

#### **XI. Other Business**

There was no other business.

#### **XII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

#### **XIII. Adjournment – Ira Michael Heyman, Acting Chair**

On behalf of the SFMHS Board of Directors, Ms. Mendelsohn recognized the significance of the Advisory Committee's work and thanked the members for their participation. She particularly acknowledged the efforts of Mr. Parker, Mr. Lazarus,

Deputy City Attorney Varah, and Supervisor Peskin. There being no further business, the meeting was adjourned at 2:05 p.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

sfinhsadvcom0211



San Francisco Administrative Code

**SEC. 2A.166. SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE.**

- (a) **Establishment of Committee.** There is hereby established a San Francisco Museum and Historical Society Advisory Committee ("Committee").
- (b) **Committee Membership.** The Committee shall consist of nine (9) voting members. The members shall consist of:
  - (1) Two (2) representatives from the San Francisco Museum and Historical Society (the "Society");
  - (2) Two (2) representatives from the Fine Arts Museums of San Francisco ("FAMSF");
  - (3) One (1) representative from the San Francisco Public Library currently working in the City Archives division or with expertise in historic materials;
  - (4) One (1) member of the public with significant expertise or experience researching and documenting the history of San Francisco ("the Historical Research Representative");
  - (5) Two (2) members of the public from historical organizations including, but not limited to, organizations focused on the history of ethnic or racial minorities, sexual orientation, gender, or any of the various other cultural communities within San Francisco; and
  - (6) One (1) member of the public with a professional background in museums who is not affiliated with FAMSF or the Society (the "Museum Professional Representative"),

The Society representatives shall be appointed by the San Francisco Museum and Historical Society. The public representatives, excluding the Museum Professional Representative and the Historical Research Representative, shall be appointed by the Board of Supervisors based on nominations from the Society and from applications submitted by the general public. The Museum Professional Representative and the Historical Research Representative shall be appointed by the Mayor based on nominations from the Society and from applications submitted by the general public. The Society's nominations and the public representative applications for positions other than the Museum Professional Representative and the Historical Research Representative shall be submitted to the Clerk of the Board of Supervisors within 30 days of the enactment of this Ordinance. The Society's nominations and the public representative applications for the Museum Professional Representative and the Historical Research Representative shall be submitted to the Mayor's Office within 30 days of the enactment of this Ordinance. The San Francisco Public Library representative shall be appointed by the City Librarian. The FAMSF representatives shall be appointed by the Director of the Fine Arts Museums. All appointments shall be made within 60 days after enactment of this Ordinance and thereafter, as provided in subparagraph (c). Each Committee member shall serve at the pleasure of the appointing authority.

In making appointments, members of the Board of Supervisors, Mayor, City Librarian and the Director of the Fine Arts Museums shall take into consideration City policy that the members of all boards, commissions and

committees be broadly representative of the diversity in ethnicity, race, age and sexual orientation of the City and County and have representation of both sexes. In no event shall more than four members of the Committee consist of members of the Fine Arts Museums Board of Trustees ("Fine Arts Museums Board") or its Executive Committee. In no event shall more than four members of the Committee consist of board members of the Society.

- (c) **Term of Office.** Members shall serve a term of one year. The first one-year term for all members shall begin upon the date the Clerk of the Board of Supervisors certifies that all members of the Committee have been appointed following the adoption of this Ordinance. Future terms of office shall begin on that date of each successive year. Members shall conduct the first meeting of the Committee within thirty days of the appointment of all members.
- In the event a vacancy in Committee membership occurs, the successor to the vacant position shall be appointed to complete the unexpired term of the office vacated in the same manner used to select the previous occupant of that position, consistent with subparagraph (b).
- (d) **Removal of Members.** Any member whom the Committee certifies to have missed three regularly scheduled meetings of the Committee in any six month period without prior authorization of the Committee shall be deemed to have resigned from the Committee effective on the date of the written certification from the Committee.
- (e) **Compensation.** Members of the Committee shall not be compensated, nor shall they be reimbursed for expenses.
- (f) **Purposes and Duties of Committee.** The purposes and duties of the Committee are to publicly discuss and make recommendations to the Board of Supervisors and Fine Arts Museums Board regarding any or all of the following topics:
- (1) The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments, (the "Collection") including, but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
  - (2) The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
  - (3) The identification of permanent exhibition venue(s) for the Society's Collection and funding for such venue(s);
  - (4) Sources of potential financial support for the Society;
  - (5) The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
  - (6) The potential merger of the City's historical collections with the Society's Collection; and
  - (7) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

- (g) **Reporting Requirements.** The Committee shall submit to the Board of Supervisors and to the Fine Arts Museums Board a written report, by March 31 of 2003, summarizing its findings and recommendations, and then submit an annual report by March 1 of each subsequent year the Committee is in operation.
- (h) **Officers.** At the initial meeting of the Committee, the Committee members shall select such officers as it deems necessary.
- (i) **Staff Support.** The Fine Arts Museums shall provide staff support and resources for the Committee.
- (j) **Meetings.** The Committee shall meet at least monthly. All meetings of the Committee, except as provided by applicable laws, shall be open to the public.
- (k) **Establishment of Rules and Regulations.** The Committee, which qualifies as a Policy Body under San Francisco Administrative Code Chapter 67 (the "Sunshine Ordinance"), shall establish rules and regulations for its own organization and procedure that are consistent with the Sunshine Ordinance and other laws governing the conduct of public meetings.
- (l) **Sunset Clause.** The provisions of this Ordinance and the operation of the Committee shall expire on June 1, 2005, unless otherwise amended by the Board of Supervisors. (Added by Ord. 92-02, File No. 020637, App. 6/14/2002)





12/9/02 Draft Bylaws

# San Francisco Museum and Historical Society Advisory Committee Bylaws

DOCUMENTS DEPT.

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## Article I – Identification

### Section 1: Name

The San Francisco Museum and Historical Society Advisory Committee ("Committee").

### Section 2. Purpose

The San Francisco Museum and Historical Society Advisory Committee was established by the Board of Supervisors and the Mayor under Section 2A.166 of the San Francisco Administrative Code.

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, the purposes and duties of the Committee are to publicly discuss and make recommendations to the Board of Supervisors and Fine Arts Museums Board regarding any or all of the following topics:

- (1) The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments, (the "Collection") including, but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- (2) The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- (3) The identification of permanent exhibition venue(s) for the Society's Collection and funding for such venue(s);
- (4) Sources of potential financial support for the Society;
- (5) The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- (6) The potential merger of the City's historical collections with the Society's Collection; and
- (7) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## **Article II Committee Members**

### **Section 1: Committee Members**

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, the Committee shall consist of nine (9) voting members ("Committee members"). The Committee members shall consist of:

Two (2) representatives from the San Francisco Museum and Historical Society (the "Society");

Two (2) representatives from the Fine Arts Museums of San Francisco ("FAMSF");

One (1) representative from the San Francisco Public Library currently working in the City Archives division or with expertise in historic materials;

One (1) member of the public with significant expertise or experience researching and documenting the history of San Francisco ("the Historical Research Representative");

Two (2) members of the public from historical organizations including, but not limited to, organizations focused on the history of ethnic or racial minorities, sexual orientation, gender, or any of the various other cultural communities within San Francisco; and

One (1) member of the public with a professional background in museums who is not affiliated with FAMSF or the Society (the "Museum Professional Representative")

### **Section 2: Term of Office**

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, Committee members shall serve a term of one year.

### **Section 3: Appointment of Committee Members; Vacancies**

Appointment of Committee members and filling of vacancies shall be in accordance with Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto.

### **Section 4. Duties of the Chair**

The Chair shall preside at all meetings of the Committee. The Chair shall oversee the preparation and distribution of the agenda for all Committee meetings. Unless the Committee specifies otherwise, the Chair shall have the authority to appoint members to special committees formed by the Committee.

## **Section 5. Duties of the Vice-Chair**

In the absence of the Chair, the Vice-Chair shall preside at meetings of the Committee.

## **Article III Meetings**

### **Section 1. Regular Meetings**

Regular meetings of the Committee shall be held at least monthly, unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto. All meetings of the Committee, except as provided by applicable law, shall be open to the public.

### **Section 2. Special Meetings**

The Chair or a majority of the members of the Committee may call special meetings. The meetings must be noticed at least 72 hours in advance in accordance with Section 67.6(f) of the San Francisco Sunshine Ordinance (S.F. Administrative Code Chapter 67).

### **Section 3. Notice of Meetings**

Agendas of all regular meetings and notices and agendas of all special meetings shall be posted at the meeting site, the San Francisco Main Library, and on the Committee's website. Agendas and notices shall be provided to each Committee member and any person who files a written request for such notice with the Committee.

### **Section 4. Cancellation of Meetings**

The Chair may cancel a meeting if he or she is aware that a quorum of the Committee will not be present, or if the meeting date conflicts with a holiday or other responsibilities of the Committee. As soon as is reasonably possible, a notice of cancellation shall be posted at the meeting site, at the San Francisco Main Library and on the Committee's website. If time permits, notices of meeting cancellations shall be mailed or faxed to all members of the public who have requested, in writing, to receive notices and agendas of Committee meetings.

### **Section 5. Conduct of Meetings**

All Committee meetings shall be held in compliance with all applicable laws, including, but not limited to, the Ralph M. Brown Act (Government Code Section 54950), the San Francisco Charter, the San Francisco Sunshine Ordinance (San Francisco Administrative Code Chapter 67), the San Francisco Museum and Historical Society Advisory Committee Ordinance (San Francisco Administrative Code Section 2A.166) and the

Committee's Bylaws. At the discretion of the Committee Chair, except where the Charter or other rules provide required procedure, the Committee meetings shall be governed by the most recent edition of *Robert's Rules of Order*.

When a member of the Committee desires to address the Committee, he or she shall seek recognition by addressing the presiding officer, and when recognized, shall proceed to speak. The member shall confine his or her remarks to the question before the Committee. No discussion shall take place until a calendared item has been introduced, or a resolution or motion has been moved and seconded.

## **Section 6. Setting Agendas**

The agenda for meetings shall be prepared by Committee staff at the direction of the Chair, the Director of FAMSF and the Director of the Society. The Chair shall cause to be placed on the agenda any item requested by a member of the Committee provided that it is received not less than four business days prior to a regularly scheduled meeting. Each agenda of all regular meetings shall contain an item during which Committee members may request items for the Committee to consider at future meetings.

## **Section 7. Action at a Meeting: Quorum and Required Vote**

The presence of a majority of the full Committee (i.e., five members of a nine member Committee) shall constitute a quorum for all purposes. The affirmative vote of a majority of the members of the full Committee (i.e., five members of a nine member Committee) shall be required for the approval of any matter.

## **Section 8. Voting and Abstention**

Each member present at a Committee meeting shall vote "yes" or "no" when a question is put, unless the member is excused from voting on a matter by a motion adopted by a majority of the members present or the member has a conflict of interest that legally precludes participation in the vote. Whether a Committee member has a conflict of interest which precludes participation in a vote shall be determined by the individual member in consultation with the City Attorney's Office. Committee members shall not be allowed to vote by proxy.

The Committee shall take action on items on the agenda by roll call vote, (voice vote) or by a show of hands. The minutes shall reflect how each Committee member voted on each item.

## **Section 9. Public Comment**

The Committee shall hold meetings open to the public in full compliance with state and local laws. The Committee encourages the participation of interested persons. The Chair may limit time permitted for public comment consistent with state and local laws. Each person wishing to speak on an item before the Committee at a regular or special meeting

shall be permitted to be heard once for up to three minutes. For regular meetings each agenda shall provide an opportunity for members of the public to directly address the Committee on items of interest to the public that are within the Committee's jurisdiction.

#### **Section 10. Attendance at Meetings; Removal of Members**

Unless excused, all members of the Committee shall be in attendance at the hour appointed for each regular or special meeting of the Committee. Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, a Committee member who misses three regularly scheduled Committee meetings in any six-month period without prior authorization of the Committee shall be deemed to have resigned from the Committee effective on the date of the written certification from the Committee.

### **Article IV Maintenance of Committee Records**

#### **Section 1. Meeting Minutes**

Minutes shall be taken at every regular and special Committee meeting. Minutes shall be approved by the majority vote of the Committee. All closed sessions shall be tape recorded.

#### **Section 2. Public Review File**

The Committee shall maintain a public review file in compliance with the San Francisco Sunshine Ordinance. (See S.F. Administrative Code Section 67.23).

### **Article V Committees**

#### **Section 1. Special Committees**

Upon approval by a majority of the members of the Committee, the Committee may form special committees ("ad hoc" committees). Special committees shall be formed for a specific purpose and cease to exist after completion of a designated task. Special committees may be composed of members of the Committees and/or the public.

The Special Committees formed by the Committee may be abolished upon approval by a majority of the Committee.

## **Section 2. Standing Committees**

Upon approval of a majority of the members of the Committee, the Committee may form standing committees to advise the Committee on its on-going functions. The standing committees shall be composed of members of the Committee. The terms of members of standing committees shall be one year, twelve months from appointment. Unless specified otherwise by the Committee, the Chair shall name the committee(s)' chair(s) and members.

## **Article VI Amendment of Bylaws**

### **Section 1. Amendment of Bylaws**

The Bylaws of the Committee may be amended, by a vote of a majority of the members of the Committee, after presentation of the proposed amendments as a scheduled agenda item at a meeting of the Committee. The Committee shall give 10 days notice before considering any amendments.

\* \* \*



MEMBERS  
PRESS  
ABOUT MUSEUMS  
ADVERTISE WITH AAM

## The Museum Assessment Program (MAP)

Programs

[Program Overview](#)

Accreditation

[Descriptions of the Assessments](#)

[Recent MAP Awardees!](#)

MAP

- [Institutional](#)
- [Collections Management](#)
- [Public Dimension](#)
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Peer Review

IPAM

Gov't Affairs

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SAN FRANCISCO  
PUBLIC LIBRARY

Initiatives

[Funding](#)

Resources

Newsroom

- [MAP: Once Is Not Enough](#)
- [Application Forms \(Deadline: Dec. 1\)](#)
- [Fee-for-service](#)

About AAM

Membership

*"...to represent the museum community, address its needs and enhance its ability to serve the public."*

### Program Overview: Purpose and Process

MAP offers four assessments:

**Institutional Assessment** provides an overview of the museum's entire operations. It is particularly useful as preparation for institutional planning, consolidating a new staff, or preparing for accreditation.

**Collections Management Assessment** focuses on collections policies, planning, access, documentation, and collections care within the context of the museum's total operations.

**Public Dimension Assessment** addresses how the museum is communicating with its audience and community. Focuses on programming, exhibits, visitor service, public relations and marketing.

**Governance Assessment** helps the museum leadership and governing authority examine their structure, roles, and responsibilities, thus enhancing their ability to advance the museum's mission and engage in effective planning.



Each Museum Assessment is a tool to be used in your organization's ongoing cycle of strategic planning and performance evaluation. The MAP process consists of three phases: self-study, peer review, and Implementation.

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### **Descriptions of the Assessments:**

#### **Institutional Assessment**

The Institutional Assessment reviews the museum's entire operation, including mission and planning, governance, administration, finance, collections stewardship, interpretation and presentation, marketing, public relations, membership, and community support.

#### **Participants report that this Assessment assists in institutional planning, and leads to:**

- increased board understanding of museum practices
- better cooperation between board and staff
- clearer sense of mission and purpose
- increased knowledge of professional practices
- enhanced team spirit among trustees, staff, members, and volunteers

#### **Activities in the Institutional Assessment focus on**

- mission
- composition and skills of the board of trustees
- financial analysis
- accessibility
- customer service
- the museum's place in its competitive environment

Participants complete three activities (mission, and two others of their choosing.)

To view extracts from the *Institutional Self-Study Workbook* (Table of Contents, Overview, Sample Questions, Activity Descriptions, Sample Activity) [click here](#).



#### **Collections Management Assessment**

The Collections Management Assessment focuses on collections management issues in the context of the museum's total operations, including mission, governance, finance, interpretation and marketing. The emphasis is on collections stewardship, including scope of collections, acquisitions and deaccessioning, legal and safety issues, documentation, backlog, inventory and risk management.

#### **Participants report that this assessment assists in the development of collections management policies and procedures, and leads to:**




- increased understanding of collections management practices on the part of staff and Board
- improved care of collections
- increased knowledge of resources for collections management and conservation

**Activities in Collections Management explore:**

- non-collections staff's perceptions regarding collections
- the board's legal and ethical responsibilities for collections
- disaster preparedness
- acquisitions
- deaccessioning
- records keeping

Participants choose and complete three activities.

To view extracts from the *Collections Management Workbook* (Table of Contents, Overview, Sample Questions, Activity Descriptions, Sample Activity) [click here](#). 

**Public Dimension Assessment**


The Public Dimension Assessment assesses the public's perception, experience, and involvement with the museum. The assessment assists a museum in effectively communicating with the public about its collections, research, and interpretive activities. The assessment includes a review of all the ways in which the museum interacts with its audiences, including marketing, public relations, audience development, and exhibitions.

**Participants report that this assessment leads to:**

- a clearer understanding of the museum's image in the community
- insight into developing or improving marketing
- increased ability to broaden the museum's audience
- improved service to the museum's current audience
- increased community support for and participation in public activities
- better communication and cooperation between staff and board
- improvements in public programming.

**Participants complete activities on:**

- Public Perception
- Public Experience
- Public Involvement

To view extracts from the *Public Dimension Workbook* (Table of Contents, Overview, Sample Questions, Activity Descriptions, Sample Activity) [click here](#). 

### **Governance Assessment**


Governance Assessment helps the museum's governing authority examine its structure, roles, and responsibilities. The assessment enhances the ability of the governing authority to advance the museum's mission and engage in effective planning.


**This is the first year that Governance Assessment is being offered to the field. It is designed to lead to:**

- clearer understanding of the responsibilities of the governing authority
- improvements in board recruitment, retention, and engagement
- increased ability to obtain and manage resources
- clarity regarding the roles of auxiliary groups
- better communications among members of the governing authority, staff, and auxiliary groups


Because Governance Assessment requires a significant time commitment on the part of members of the museum's authority, the governing authority is required to pass a resolution in support of the museum's application. This resolution should indicate that the members of the governing authority support the goals of the assessment and will devote the time needed to complete the program. (A model resolution is included in the AAM/MAP application.) To facilitate this action, we recommend that the governing authority begin discussing participation in MAP, and the museum's goals for the assessment, several months prior to the application deadline. Use the following material to inform the members of the governing authority about AAM, MAP and Governance Assessment. This can help frame the discussion about whether to participate in, and help identify appropriate goals, for the assessment.

The pilot phase of the Governance Assessment involves the use of one peer reviewer on some grants and two peer reviewers on others. Once IMLS determines an applicant's eligibility for funding, AAM will assign the museum to either a one- or two- person survey team. The museum's cover share is based on the number of surveyors AAM assigns to the museum.

**Governance Assessment Fact Sheet** This two-page fact sheet covers the basic information regarding governance assessment, its costs, and the grant funding available to underwrite museum participation. It is a useful handout for briefing governing authority members on Governance Assessment. 

**Introduction to Governance Assessment** This five-page document is a more in-depth introduction to AAM, MAP, and Governance Assessment, including an overview of the assessment process. It can be used as a handout or as the basis of a presentation to the governing authority. 

**Governance Assessment Self-Study Workbook Extract** If your museum undertakes Governance Assessment, the members of your governing authority will devote a considerable amount of time to completing the self-study phase of the assessment. This extract from *Governance Assessment Self-Study*

*Workbook* includes the Table of Contents, Overview, introductory page for each section, description of Activities, and a sample Activity (Board Recruitment and Orientation). It can be used to help your governing authority members assess the potential benefits of the self-study, and gain a better understanding of the time it will require from them. 

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## **Assessment Process:**

### **Phase One -- Self-Study**

When you enter the program, AAM sends a Self-Study Workbook that includes a Questionnaire and Activities. Self-study is a method that:

- stimulates a review of your institution's policies, procedures and records;
- enhances institutional dialogue and openness;
- provides information for the peer review phase;
- serves as a baseline against which to measure your progress.

Participants in each Assessment complete at least three Activities that help museum staff explore the operations of their organization. The Self-Study Questionnaire and Activities are designed to help your institution see itself systemically, not merely as a way to prepare the peer reviewer. Most organizations find that they derive at least half the benefit of their assessment from the self-study process.

**During the grant period, the largest amount of time that you spend on the assessment will go towards completing the Self-Study Questionnaire and Activities.**

### **Phase Two -- Peer Review**

After you complete the self-study process, preparation for peer review begins. AAM-MAP staff propose several museum professionals suited to review your institution. You select one as a peer reviewer, called a MAP surveyor. The surveyor conducts a site visit and in collaboration with you writes an assessment report which summarizes the visit and makes recommendations for change. Peer review is a method that provides:

- the opportunity to discuss your operations from a new perspective;
- validation and input from an outside expert.

You supply the surveyor with pre-visit documentary materials, discuss and arrange the agenda for his or her visit, and make the necessary travel arrangements. The majority of the work in this phase, however, is done by the surveyors who average over 40 hours preparing for the visit and writing the final report.

### **Phase Three -- Implementation**

The third phase of MAP consists of incorporating the information from the self-

study process, the on-site visit and assessment report into your institution's planning process. Using what you learn from the assessment, you formulate goals and strategies for the improvement of your museum.

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#### **What does it Cost?**

Fees are based on your museum's budget and the assessment type. Costs range from \$2,075 to \$3,950. This pays the registration fees, peer reviewer honoraria, and travel expenses.

To view the **Fee Schedule**, [Click here](#).

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#### **Applying for IMLS Funding**

Grant funding is available from the Institute of Museum and Library Services to underwrite the majority of the costs associated with a MAP assessment. MAP grants from IMLS are noncompetitive. Grants are awarded on a first-come, first-served basis.

**Eligibility:** IMLS funds nonprofit organizations that:

- care for and own or use tangible objects,
- exhibit them on a regular basis,
- are open to the public 120 days or more annually, and
- have at least one full-time paid or volunteer staff person or the equivalent

MAP participants have included museums, historic houses, botanic gardens and arboretums, zoos, nature centers, and art galleries.

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#### **MAP: Once Is Not Enough.**

Now you can come back again.>

Museums previously awarded IMLS funding for MAP may be eligible for a second grant for the same assessment. Museums with awards on or before September 1996 may apply for a grant to fund participation in that assessment a second time. Applicants will be required to report on changes in operations that were made based on the earlier assessment.


For more information contact MAP at 202/289-9118 or email: [map@aam-us.org](mailto:map@aam-us.org).

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### Application Forms

Because MAP is funded in part by the Institute of Museum and Library Services (IMLS) and developed and managed by the American Association of Museums (AAM), a complete grant application includes submission of **TWO (2) SEPARATE DOCUMENTS**. \*You must complete **BOTH** the IMLS AND AAM applications for MAP in order to receive a MAP Grant.\* **SCROLL DOWN** on your screen to view the links to both electronic applications.

1. **The IMLS Application Form:** Request a printed application from AAM at 202/289-9118 or [map@aam-us.org](mailto:map@aam-us.org) -- or -- access the application electronically using Adobe Acrobat Reader, and follow these [Adobe Acrobat Instructions](#).

Use this icon to download Acrobat Reader now. 

- [Click here for the IMLS/MAP Grant Application and Guidelines in Adobe](#). This is the complete IMLS funding application and guidelines for printing only. Read for instructions on completing the application, and for information on eligibility and program requirements.
- [Click here for the IMLS/MAP Grant Application Online Fill-in Forms in Adobe](#). This file contains the two pages of the IMLS/MAP Grant Application that you will complete and return. The fill-in format lets you type in your information online, and print the completed pages. Please note that you also need to sign and forward an "IMLS Assurances" page, found in the complete IMLS/MAP Grant Application and Guidelines in Adobe (above).

2. **The AAM Application Form and Supplementary Documents.**  
Request a printed application from AAM at 202/289-9118 or email: [map@aam-us.org](mailto:map@aam-us.org).

- [Click here for the text version of the AAM/MAP Application Form](#). You can save this file to disk and complete it using a word-processing program. This version is formatted simply and will allow you to edit, spell check, format, and use any other functions of your word processor. Once completed, print it out and mail it to AAM.

The AAM application booklet contains:

- (1) funding and cost sharing information;
- (2) MAP process overview;
- (3) checklist for a complete grant application; and
- (4) AAM application form.

**Application Schedule**

Applications for IMLS funding for all four assessments are accepted once each year:

The deadline is Dec. 1.

**Fee-for-Service**

Organizations may participate in the Museum Assessment Program using their own funds or grant moneys from local or regional foundations. Museums may pay to participate in assessment as frequently as is necessary and beneficial. A registration fee covers the surveyor honorarium and AAM's administrative costs. Expenses for the site surveyor's travel and lodging are covered directly by the museum. Fee-for-service participants may apply at any time and may begin the process immediately. To enter the MAP program on a Fee-for-Service basis, contact MAP staff at phone: 202/289-9118, fax 202/289-6578, email: [map@aam-us.org](mailto:map@aam-us.org).

**To apply on a Fee-for-Service basis:**

Submit the AAM/MAP application available above. (Be sure to complete the Fee-for-Service supplemental information page at the end of the application form.)

---

**Staff**

Jeff Buchheit, Assistant Director

Maggi Jackson, MAP Coordinator

Doreen Vaillancourt, Administrative Assistant

For information, contact:

American Association of Museums,

Museum Assessment Program

1575 Eye St. N.W., Suite 400

Washington, DC 20005

phone: 202/289-9118

fax 202/289-6578

email: [map@aam-us.org](mailto:map@aam-us.org).

BOARD of SUPERVISORS



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**DEC 20 2002**

December 17, 2002

cc Harry Parker  
James Lazarus  
Adine Varah

Honorable Members of the Board of Supervisors  
1 Dr. Carlton B. Goodlett Place Room 244  
San Francisco, CA 94102

RE: Certification of Initial Membership to the San Francisco Museum and Historical Society Advisory Committee

Dear Honorable Board Members:

On December 17, 2002, the Clerk of the Board was notified that all nine initial appointments to the San Francisco Museum and Historical Society Advisory Committee have been made.

In accordance with the provisions of Ordinance 92-02, the following nine initial members shall serve a one year term commencing December 17, 2002 and ending December 16, 2003:

Charles Crocker  
Charles Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

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A copy of this letter will be forwarded to the San Francisco Museum and Historical Society Advisory Committee.

A handwritten signature in cursive script, appearing to read "Gloria L. Young".  
Gloria L. Young  
Clerk of the Board

Cc: San Francisco Museum and Historical Society Advisory Committee





CITY AND COUNTY OF SAN FRANCISCO

OFFICE OF THE CITY ATTORNEY



DENNIS J. HERRERA  
City Attorney

ADINE K. VARAH  
Deputy City Attorney

DIRECT DIAL: (415) 554-4670  
E-MAIL: Adine.Varah@sfgov.org

**MEMORANDUM  
PRIVILEGED & CONFIDENTIAL**

TO: Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco  
CC: Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
FROM: Adine K. Varah, Deputy City Attorney *AKV*  
DATE: January 14, 2003  
RE: Proposed Amendments to San Francisco Museum and Historical Society Advisory Committee ("SFMHSAC") Ordinance

As you requested in preparation for the upcoming SFMHSAC meeting, attached please find a copy of Supervisor Peskin's proposed amendment to the San Francisco Museum and Historical Society Advisory Committee Ordinance, dated 12/20/02, and corresponding Legislative Digest, also dated 12/20/02. Supervisor Peskin introduced this Ordinance to the Board of Supervisors yesterday afternoon.

The attached Ordinance contains the following key amendments drafted by our office at Supervisor Peskin's request:

1. On page 1, line 20 (Section 2A.166(b) (Committee Membership)), we have increased the size of the Committee from nine (9) to "eleven (11) voting members."
2. On page 2, lines 13 -16 (Section 2A. 166(b)(7) (Committee Membership)), we have added the following additional membership category:  
  
"Two (2) members of the public from organizations or communities with extensive knowledge of the history or cultural traditions of an ethnic minority community within San Francisco, with a focus on ancestral lineage or other historical and cultural links to the San Francisco Bay Area (the 'Community Representatives')."
3. On page 2, lines 18-24 (Section 2A.166(b) (Committee Membership)), we have added a provision to clarify that one Community Representative shall be appointed by the Board of Supervisors based on nominations from the Society and from applications submitted by the general public. We have also clarified that the other Community Representative shall be appointed by the Mayor based on nominations from the Society and from applications submitted by the general public.
4. On page 4, lines 1-2 (Section 2A.166(c) (Term of Office)), we have added a provision to clarify that the first one-year term for "the Community Representatives shall begin upon the date the Clerk of the Board of Supervisors certifies that such representatives have been appointed."

-- over --

**Memorandum  
Privileged & Confidential**

TO: Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco  
CC: Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
DATE: January 14, 2003  
PAGE: 2  
RE: Proposed Amendments to San Francisco Museum and Historical Society Advisory Committee ("SFMHSAC") Ordinance

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5. On page 5, lines 13-15 (Section 2A.166(g) (Reporting Requirements)), we have clarified that the Committee shall submit "an initial" written report summarizing its "preliminary" findings by March 31 of 2003. Then the Committee shall submit "a detailed" annual report by March 1 of each subsequent year the Committee is in operation.
6. On page 5, line 20 (Section 2A.166(j) (Meetings)), we have changed the minimum meeting requirement from "monthly" to "bi-monthly."

Based on the above changes, we made some other minor corrections and clarifications for purposes of consistency. All changes are marked on the attached proposed Ordinance.

Please feel free to call me at 554-4670 if you have any comments or questions.

SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE

2002-03 Roster

Charles Crocker  
BEI Technologies  
One Post Street, Suite 2500  
San Francisco, CA 94104  
Work: (415) 956-5250  
[ccrocker@bei-tech.com](mailto:ccrocker@bei-tech.com)

Charles Fracchia  
2881 Jackson Street  
San Francisco, CA 94115  
(415) 567-2725  
Work: (415) 267-6505  
[cafracchia@aol.com](mailto:cafracchia@aol.com)

Susan Goldstein  
City Archivist  
San Francisco Public Library  
100 Larkin Street  
History Room, 6<sup>th</sup> Floor  
San Francisco, CA 94102-4773  
Work: (415) 557-4563

Ira Michael Heyman  
Boalt Hall  
University of California  
School of Law  
Berkeley, CA 94720-7200  
Work: (510) 642-1731

Ink Mendelsohn  
P. O. Box 174  
Ross, CA 94957  
(415) 785-4900  
[ideaink@attbi.com](mailto:ideaink@attbi.com)

Richard Moran  
316 Walnut Street  
San Francisco, CA 94118  
(415) 673-2456  
Work: (415) 474-4660  
[Richard.a.moran@accenture.com](mailto:Richard.a.moran@accenture.com)

Susan Stryker  
Gay, Lesbian, Bisexual, Transgender  
Historical Society  
657 Mission Street, #200  
San Francisco, CA 94105  
(415) 777-5455

Melissa Szeto  
Chinese Historical Society of America  
965 Clay Street  
San Francisco, CA 94108  
Work: (415) 391-1188

Diane B. Wilsey  
President of the Board of Trustees  
Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor  
San Francisco, CA 94108  
Work: (415) 750-7657

San Francisco Museum and Historical  
Society  
Advisory Committee Roster  
Page 2

Harry S. Parker III  
Director of Museums  
Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor  
San Francisco, CA 94108  
Work: (415) 750-3661  
[hparker@famsf.org](mailto:hparker@famsf.org)

James Lazarus  
Executive Director  
San Francisco Museum and Historical  
Society  
PMB 423 945 Taraval Street  
San Francisco, CA 94116  
Work: (415) 255-9400  
[Jim\\_lazarus@yahoo.com](mailto:Jim_lazarus@yahoo.com)

Contact Person:

Judy Gough  
Executive Secretary  
Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor  
San Francisco, CA 94108  
Work: (415) 750-3669  
[jgough@famsf.org](mailto:jgough@famsf.org)

Deputy City Attorney Assigned to  
Represent the Advisory Committee:

Adine Varah  
Deputy City Attorney  
City Attorney's Office  
City & County of San Francisco  
City Hall, Room 234  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
Work: (415) 554-4670  
[adine\\_varah@ci.sf.ca.us](mailto:adine_varah@ci.sf.ca.us)

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**January 29, 2003**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, January 29, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 12:15 p.m. by Acting Chair Heyman.

Acting Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Diane B. Wilsey

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Excused:

Charles Crocker  
Melissa Szeto

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Consideration and Possible Action to Nominate and Elect a Chair of the Advisory Committee**

On motion, duly seconded, Professor Heyman was nominated to serve as Acting Chair of the Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to elect Professor Heyman as Acting Chair.

**IV. Consideration and Possible Action to Approve the Minutes of the Initial November 14, 2002 Meeting of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to approve the minutes of the November 14, 2002 meeting of the SFMHS Advisory Committee. In response to a point of clarification raised by Ms. Goldstein, Deputy City Attorney Varah will provide Committee members with a copy of the City legislation allowing for the transfer of collections to other public and private entities and will prepare an analysis of various structural models to assist the Committee as it considers the preferred relationship between the City and the SFMHS (reference: VIII., (2), bullet points 3 and 4, page 6 of minutes). There was no further discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

**V. Consideration and Possible Action to Adopt the Proposed Bylaws of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to adopt the proposed Bylaws of the SFMHS Advisory Committee drafted by Deputy City Attorney Varah. Ms. Varah reported on an inadvertent omission and consequent amendment to Section 2., Purpose, second paragraph, which will be introduced by Supervisor Aaron Peskin at today's meeting of the Rules Committee:

**"Section 2. Purpose**

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, the purposes and duties of the Committee are to publicly discuss and make recommendations to the Board of Supervisors, **San Francisco Museum and Historical Society Board**, and the Fine Arts Museums Board regarding any or all of the following topics:"

There was no further discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to adopt the appended Bylaws to include the above revision, and with the proviso that future amendments to the SFMHS Advisory Committee ordinance will be automatically incorporated into the Bylaws.<sup>1</sup>

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<sup>1</sup> The amendments to the SFMHS Advisory Committee Ordinance discussed on page 7 of these minutes will be incorporated into the Bylaws.

**VI. Consideration and Possible Action to Nominate and Elect a Vice-Chair of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to nominate Susan Goldstein as Acting Vice Chair of the SFMHS Advisory Committee. There was no further discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to elect Susan Goldstein as Acting Vice Chair of the Advisory Committee.

**VII. Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus reported that the Old Mint Task Force met on January 16<sup>th</sup> to review the three re-use proposals (SFMHS, a private membership club/hotel, and a low income housing proposal) for the San Francisco Old Mint and to receive public comment. The SFMHS re-use proposal was well received. Although the Old Mint Task Force expressed concern regarding the financial viability of the three proposals, the Task Force concluded that the history museum proposal provided the most public benefit and access and had strong community-based support. The Old Mint Task Force will convene at 4 p.m. today to make a recommendation to the Mayor and Board of Supervisors to enter into an exclusive negotiating agreement with one of the three development entities. A number of articles pertaining to the Old Mint, which appeared in the January 26, 2003 Sunday edition of the San Francisco Chronicle, were circulated. In particular, "S.F. Must Invest in the Old Mint" by John King was noted.

The short and long-term financial requirements for the SFMHS re-use proposal for the Old Mint were reviewed. Mr. Lazarus estimated that approximately \$1 million in soft costs would be incurred in the next twelve months both to finalize negotiations with the City and to begin preliminary environmental, architectural and fund-raising work prior to initiating a construction contract. It is planned to immediately raise the \$1 million in soft costs from local corporate and philanthropic sources. Construction would begin in early 2004 with the building completed in the summer of 2005 followed by a period of time for tenant improvements. It is anticipated that the opening of the building will occur on or before the 100<sup>th</sup> anniversary of the 1906 San Francisco earthquake and fire.

United States Senators Dianne Feinstein and Barbara Boxer have introduced the 2006 commemorative coin legislation, which has been approved by the National Citizens Advisory Committee on Commemorative Coins. Only two coins are authorized per year. Sixty-seven members of the Senate will be required to co-sponsor the legislation. Senators Feinstein and Boxer, and Minority Leader Nancy Pelosi, United States House of Representatives, have expressed willingness to assist in the identification of available federal funds. California Senator John Burton's office is helping to identify sources of Proposition 40 funding. The \$48 million project cost will require a capital campaign effort.



In response to a question raised by Ms. Goldstein, Robert Mendelsohn, who coordinated the SFMHS re-use proposal, stated that the matter of ancillary support space required for the San Francisco Museum needs to be addressed and is not incorporated into the \$48 million project cost. Ms. Goldstein further commented that the Federal Park Service is interested in establishing an Immigration Museum, possibly near Crissy Field, and suggested that an opportunity may exist for collaboration between the SFMHS and the Federal Park Service.

The appended list of supporters of the SFMHS re-use proposal for the Old Mint was distributed to the Advisory Committee.

There was no public comment.

**VIII. Report on the Programs, Exhibitions, Publications and Website of the San Francisco Museum and Historical Society – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus discussed the SFMHS organization; pertinent comments follow:

- The twenty-one member SFMHS Board of Directors is comprised of members of the predecessor boards of the Museum of the City of San Francisco and the San Francisco Historical Society. Mr. Moran, President of the SFMHS Board of Directors, explained that at the time of the creation of the SFMHS Board one year ago, the criteria for membership consisted of a willingness to serve and contribute on an individual basis. As the mission of the SFMHS becomes more defined, there is opportunity to strengthen the Board, which may increase to thirty Directors. The list of the SFMHS Board of Directors is appended to the minutes.
- The SFMHS mission statement reads: "The San Francisco Museum and Historical Society's mission is to preserve, interpret, present and disseminate historical data, information and knowledge relating to the City and County of San Francisco so as to enhance the experience of living in or visiting San Francisco." Mr. Moran noted that the two mission statements of the former entities were merged to create the SFMHS mission statement. The relationship between the SFMHS in a leadership role and other local historical societies will need to be defined.
- The long-term availability of SFMHS storage space provided by the City in a large building on Treasure Island is unclear. Once the SFMHS mission statement and collection policy are clearly established, the availability of required support functions, such as conservation laboratories, adequate storage, education and research, will need to be addressed. The SFMHS mission statement might be revised to emphasize the benefit to the public, which is often accomplished through education and outreach programs, and a regional rather



than San Francisco focus. It was suggested that the development of a collection policy may assist in further defining the mission statement. The mission statement and collection policy will be essential to effective fund-raising.

- As part of the merger, the Museum of San Francisco collection was officially accessioned into the SFMHS collection with Gladys Hansen, the former Curator of the Museum of San Francisco, retaining her research collection on the San Francisco earthquake.
- The SFMHS annual operating budget of \$150,000 includes the Executive Director position, and two part-time staff positions. One of the staff positions provides general administrative support, and the second office manager position is responsible for membership, publications and special events. Gladys Hansen provides services on a voluntary basis. Additional staff are retained to organize exhibitions in the south court off the City Hall Rotunda subject to funding provided by sponsoring organizations (such as the exhibitions honoring the 130<sup>th</sup> anniversary of the Society for the Prevention of Cruelty to Animals, and P. H. McCarthy, the first labor mayor in San Francisco).

There was no public comment.

**IX. Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society Funded by the City and County of San Francisco to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society**

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. A demonstration of a computer database record was available for viewing by the Advisory Committee. Ms. Grinols advised that approximately 530 objects in the FAMSF history collection have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. The 530 objects catalogued to date fall into the following categories: 1) 50 paintings (portraits and landscapes); 2) 300 documents (crayon enlargements of people significant to San Francisco history, maps, Mid-winter Exposition photographs, lithographs, and theater programs); and 3) 180 objects (Gold Rush tools, ceremonial ribbons, guns, and signs). It is estimated that about one-third of the Museums' San Francisco history objects have been catalogued and inventoried. Ms. Grinols devotes two days a week to the FAMSF San Francisco history inventory project, which is anticipated to be completed in six months.

Mr. Parker reported that it is unlikely that the \$50,000 City allocation to the FAMSF budget to catalogue and inventory San Francisco history objects will materialize given the City's budget deficit. Mr. Fracchia offered to contact the

Museum Studies Programs at San Francisco State University and John F. Kennedy University to investigate the possibility of student internships to assist with the inventory project. Mr. Lazarus reported that the San Francisco Foundation has recently encouraged the resubmission of a SFMHS proposal for grant consideration. At the suggestion of Ms. Mendelsohn, Mr. Lazars will determine whether an inventory of SFMHS holdings exist on computer disc.

Acting Chair Heyman indicated his interest in creating working committees, such as a Collections Working Committee, and proposed that the next meeting agenda include a discussion of this matter. A visit to the FAMSF warehouse and SFMHS Treasure Island storage site will be considered as part of a future Advisory Committee meeting.

There was no public comment.

**X. Report on the Museum Assessment Program of the American Association of Museums – Harry S. Parker III, Director of Museums**

Mr. Parker presented the Museums' Assessment Program of the American Association of Museums, which may be of help to the SFMHS. This self-study tool offers a museum organization the following four assessments: 1) institutional – provides an overview of the museum's entire operations; 2) collections management – focuses on collections policies, planning, access, documentation and collection care; 3) public dimension – addresses how the museum is communicating with its audience and community; and 4) governance – helps the museum leadership and governing authority examine its structure, roles and responsibilities. Forty percent of the participating museums have operating budgets of less than \$250,000.

Ms. Stryker noted the availability of funding through the Conservation Assessment Program of the Institute of Museum and Library Services (IMLS) to accomplish a conservation assessment of a museum's collections and facilities.

There was no public comment.

**XI. Other Business**

**A. Report on the Certification by the Board of Supervisors of the Initial Membership to the San Francisco Museum and Historical Society Advisory Committee**

The appended letter dated December 17, 2002 from the Clerk of the Board of Supervisors certifies the initial membership of the SFMHS Advisory Committee, who shall serve a one-year term commencing December 17, 2002 and ending December 16, 2003.

B. Legislative Update – Proposed Amendments to San Francisco Museum and Historical Society Advisory Committee Ordinance – James Lazarus, Executive Director, San Francisco Museum and Historical Society

At the request of Mr. Lazarus, Ms. Varah discussed the appended, proposed amendments to the SFMHS Advisory Committee Ordinance, which will be considered at a meeting of the Rules Committee of the Board of Supervisors later today. The changes are: 1) an increase in the membership of the Advisory Committee from nine to eleven voting members; 2) the two additional members of the public will be from organizations or communities with extensive knowledge of the history or cultural traditions of an ethnic minority community within San Francisco, with a focus on ancestral lineage or other historical and cultural links to the San Francisco Bay Area; 3) one of these members shall be appointed by the Board of Supervisors; one shall be appointed by the Mayor; 4) the first one-year term for these community representatives shall begin upon the date the Clerk of the Board of Supervisors certifies their appointment; 5) the Committee shall submit “an initial” written report summarizing its “preliminary” findings by March 31, 2003 followed by detailed annual reports by March 1 of each subsequent year the Committee is in operation with a copy submitted to the SFMHS; and 6) a change in the minimum meeting requirement from “monthly” to “bi-monthly.”

It was agreed that the initial written report to be submitted to the Board of Supervisors by March 31, 2003 will be drafted by staff for review and approval by the Advisory Committee.

C. 2003 Advisory Committee Meeting Schedule

In view of the impending amendments to the SFMHS Advisory Committee ordinance, in particular the change to bi-monthly meetings, the Advisory Committee will take action at its next meeting to adopt the following 2003 meeting schedule:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Thursday, March 27, 2003	9 a.m.	233 Post St., San Francisco
Thursday, May 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, July 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, September 23, 2003	9 a.m.	233 Post St., San Francisco
Thursday, November 20, 2003	9 a.m.	233 Post St., San Francisco

In an effort to maintain momentum and to review the initial report of the Advisory Committee’s preliminary findings to be submitted to the Board of Supervisors by March 31, 2003, it was agreed that the Committee would convene on Wednesday, February 26, 2003, at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the administrative offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco.

D. Report on California State Library Grant Awarded in Support of Exhibition,  
*Amusing America*

Ms. Mendelsohn reported that the California State Library has awarded a grant to partially underwrite an exhibition, *Amusing America*, which will combine the histories of San Francisco and the Musée Mecanique. The exhibition will be installed at Pier 45 in space shared by the Musée Mecanique and SFMHS as of December 2002. The exhibition will examine participatory, commercial amusements in urban America with a major focus on San Francisco. Playland, Robert Woodward and his gardens, which contained the first aquarium in the West, M. H. de Young and the Midwinter Fair, Adolph Sutro and the Sutro Baths, etc., will be featured in *Amusing America*. The exhibition is expected to open in October 2003 and will be co-sponsored by the San Francisco Public Library and the California State Library.

Ms. Goldstein advised that the grant will partially finance the exhibition. It is hoped that major amusement businesses will provide the remaining funding. The digital component of the exhibition will be organized through the San Francisco Library website.

There was no public comment.

XII. Public Comment

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

XIII. Adjournment – Ira Michael Heyman, Acting Chair

There being no further business, the meeting was adjourned at 1:55 p.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
**A New Home for a New History Museum**  
Governance

The board of directors of the San Francisco Museum and Historical Society is comprised of members of the predecessor boards of the Museum of the City of San Francisco and the San Francisco Historical Society. The board is made up of professionals, business persons, historians and community activists and includes:

Richard Moran, *President*

Lydia Cameron, *Secretary*

James Lazarus, *Vice President/ Executive Director*

Kyle Everett, *Treasurer*

Daniel Bacon

Scott Hildula

David Parry

Don Canady

Gladys Hansen,

Edith Piness

Gilbert Castle

Richard Johns

Bernard Pizzoli

Emilio Cruz

Louis Lipset

Christina Waldeck

Steve R. Drew

Bill McCarthy

Ed Zelinsky

Mike Fleming

Arthur Mejia

Charles A. Fracchia

Ink Mendelsohn

In September 2002, signaling its preliminary support for SFMHS's proposal to develop a world-class city history museum, the San Francisco Board of Supervisors established a Museum and Historical Society Advisory Committee to advise the organization in its planning for a new history museum. The committee is staffed by the Fine Arts Museums. The advisory committee members, and the entities within the City that appointed them, are:

- Appointed by Mayor Willie Brown: Charles Fracchia, SF Historical Society founder, and Ira Michael Heyman, former secretary of the Smithsonian Institution and chancellor of University of California, Berkeley.
- Appointed by the Board of Supervisors: Susan Stryker, executive director of the Gay, Lesbian, Bisexual, Transgender Historical Society, and Melissa Szeto, executive director of the Chinese Historical Society of America.
- Appointed by the Fine Arts Museums: FAM board members Charles Crocker and Dede Wilsey.
- Appointed by the SFMHS: board members Ink Mendelsohn and Richard Moran.
- Appointed by the Public Library: Susan Goldstein, city archivist.

## Supporters of the San Francisco Museum and Historical Society Proposal for the Old Mint

### Elected Officials:

Hon. Dianne Feinstein, United States Senator  
 Hon. Barbara Boxer, United States Senator  
 Hon. Nancy Pelosi, United States Congresswoman, Minority Leader, US House of Representative  
 Hon. John Burton, California State Senator, Senate President pro Tempore  
 Hon. Kevin Shelley, California Secretary of State  
 Hon. Carole Migden, Member, California State Board of Equalization

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### Proposed Tenants:

Lark Creek Restaurant Group	National Coalition of Hispanic Organizations
San Francisco Beautiful	The Three Philippino Cultural Center
San Francisco Convention & Visitors Bureau	San Francisco La Raza Lawyers Association
Smithsonian Institution	South of Market Health Center

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### Other Interested Parties:

African American Historical Society  
 African American Society of the Presidio  
 Asian American Heritage Festival  
 Barbary Coast Trail  
 Bay Area Sports Hall of Fame  
 Britex Fabrics  
 Chinese Historical Society of America  
 Delancey Street  
 Delaware North  
 Fine Arts Museums of San Francisco  
 Interfaith Center of the Presidio  
 International Indian Treaty Society  
 Lesbian Gay Bi-Sexual Transgender Historical Society  
 National Academy of Television Arts and Sciences  
 North Beach Neighbors  
 San Francisco City Guides  
 San Francisco La Raza Lawyers Association  
 San Francisco Peoples Society  
 San Francisco Tomorrow  
 Society of Professional Journalists  
 SPUR – San Francisco Planning and Urban Research Association  
 The Mexican Museum  
 United Nations Association of San Francisco  
 Unity Foundation

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### Neighboring Property Owners:

San Francisco Chronicle  
 Forest City Development (Bloomingdale)  
 The Lurie Company  
 Martin Building Company  
 San Francisco Provident Loan Association

SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE

NOTICE OF MEETING

---

TO: San Francisco Museum and Historical Society  
Advisory Committee

FROM: Ira Michael Heyman  
Acting Chair

DATE: February 20, 2003

SUBJECT: Next Meeting of the Advisory Committee – Wednesday,  
February 26, 2003, 9:00 A.M.

The next meeting of the San Francisco Museum and Historical Society Advisory Committee will be held on Wednesday, February 26th, at 9:00 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco.

The agenda and supporting documentation are enclosed.

Please call Judy Gough at (415) 750-3669, if your plans change from that noted below. I look forward to seeing you on February 26<sup>th</sup>.

Will Attend:

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey  
James Lazarus  
Harry S. Parker III

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## OFFICIAL MEETING NOTICE

San Francisco Museum and Historical Society  
Advisory Committee

Wednesday, February 26, 2003  
9:00 a.m.

Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA

## AGENDA

### ORDER OF BUSINESS

- I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair
- II. Calling of the Roll

#### Members:

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Acting Vice Chair  
Ira Michael Heyman, Acting Chair  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

#### Absences to be Excused

There will be an opportunity for public comment before or during each agenda item.

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| III. | Consideration and Possible Action to Approve the Minutes of the January 29, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)   | Action     |
| IV.  | Distribution of the Bylaws of the San Francisco Museum and Historical Society Advisory Committee Including Amendments to the San Francisco Museum and Historical Society Advisory Committee Ordinance Adopted by the Board of Supervisors (Bylaws Dated February 26, 2003 To Be Distributed At Meeting) | Discussion |
| V.   | Consideration and Possible Action to Approve the 2003 Bi-Monthly Advisory Committee Meeting Schedule  | Action     |
- 
- | <u>Date</u>                 | <u>Time</u> | <u>Location</u>             |
|-----------------------------|-------------|-----------------------------|
| Thursday, March 27, 2003    | 9 a.m.      | 233 Post St., San Francisco |
| Thursday, May 29, 2003      | 9 a.m.      | 233 Post St., San Francisco |
| Tuesday, July 29, 2003      | 9 a.m.      | 233 Post St., San Francisco |
| Tuesday, September 23, 2003 | 9 a.m.      | 233 Post St., San Francisco |
| Thursday, November 20, 2003 | 9 a.m.      | 233 Post St., San Francisco |
- 
- |       |   |            |
|-------|---|------------|
| VI.   | Report on the Sale, Exchange or Transfer of Works of Art (See Appendix B – Section 2A.155.4 -.12 of the San Francisco Administrative Code) – Adine Varah, Deputy City Attorney  | Discussion |
| VII.  | Review and Discussion of Various Structural Models Illustrating Relationships Between Institutions and The City and County of San Francisco (Description of Structural Models To Be Distributed At Meeting) – Adine Varah, Deputy City Attorney | Discussion |
| VIII. | Report on and Discussion of the Creation of Working Committees – Ira Michael Heyman, Acting Chair   | Discussion |

The Acting Chair will propose three working committees with the following tentative membership. If any member would like to be otherwise appointed, please tell the Acting Chair.

- A.     Development and Funding
  - Diane Wilsey, Chair
  - Charles Fracchia
  - Richard Moran
  
- B.     Collections
  - Susan Goldstein, Chair
  - Ink Mendelsohn
  - Melissa Szeto

C. Governance

Michael Heyman, Chair  
Charles Crocker  
Richard Moran  
Susan Stryker

- |       |   |            |
|-------|---|------------|
| IX.   | Review and Discussion of the Initial Report Summarizing the Preliminary Findings of the San Francisco Museum and Historical Society Advisory Committee for Submission to the Board of Supervisors by March 31, 2003 (See Appendix C – Draft Initial Report)   | Discussion |
| X.    | Status Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society  | Discussion |
| XI.   | Status Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society                                | Discussion |
| A.    | Report on the Feasibility of Creating Internships for Museum Studies Program Students from San Francisco State University and John F. Kennedy University to Assist with the Above Project – Charles Fracchia  | Discussion |
| XII.  | Other Business  | Discussion |
| A.    | Report on the Museum Assessment Program of the American Association of Museums – James Lazarus, Executive Director, San Francisco Museum and Historical Society   | Discussion |
| XIII. | Public Comment  |            |
|       | Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. |            |
| XIV.  | Adjournment – Acting Chair  | Action     |

Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sf.gov.org](http://sf.gov.org) (click on Key City Links at bottom of first screen; then City Departments and Agencies; click on "M" to reach San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**January 29, 2003**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, January 29, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 12:15 p.m. by Acting Chair Heyman.

Acting Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Diane B. Wilsey

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Excused:

Charles Crocker  
Melissa Szeto

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Consideration and Possible Action to Nominate and Elect a Chair of the Advisory Committee**

On motion, duly seconded, Professor Heyman was nominated to serve as Acting Chair of the Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to elect Professor Heyman as Acting Chair.

**IV. Consideration and Possible Action to Approve the Minutes of the Initial November 14, 2002 Meeting of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to approve the minutes of the November 14, 2002 meeting of the SFMHS Advisory Committee. In response to a point of clarification raised by Ms. Goldstein, Deputy City Attorney Varah will provide Committee members with a copy of the City legislation allowing for the transfer of collections to other public and private entities and will prepare an analysis of various structural models to assist the Committee as it considers the preferred relationship between the City and the SFMHS (reference: VIII., (2), bullet points 3 and 4, page 6 of minutes). There was no further discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

**V. Consideration and Possible Action to Adopt the Proposed Bylaws of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to adopt the proposed Bylaws of the SFMHS Advisory Committee drafted by Deputy City Attorney Varah. Ms. Varah reported on an inadvertent omission and consequent amendment to Section 2., Purpose, second paragraph, which will be introduced by Supervisor Aaron Peskin at today's meeting of the Rules Committee:

**"Section 2. Purpose**

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, the purposes and duties of the Committee are to publicly discuss and make recommendations to the Board of Supervisors, **San Francisco Museum and Historical Society Board**, and the Fine Arts Museums Board regarding any or all of the following topics:"

There was no further discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to adopt the appended Bylaws to include the above revision, and with the proviso that future amendments to the SFMHS Advisory Committee ordinance will be automatically incorporated into the Bylaws.<sup>1</sup>

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<sup>1</sup> The amendments to the SFMHS Advisory Committee Ordinance discussed on page 7 of these minutes will be incorporated into the Bylaws.

**VI. Consideration and Possible Action to Nominate and Elect a Vice-Chair of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to nominate Susan Goldstein as Acting Vice Chair of the SFMHS Advisory Committee. There was no further discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to elect Susan Goldstein as Acting Vice Chair of the Advisory Committee.

**VII. Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus reported that the Old Mint Task Force met on January 16<sup>th</sup> to review the three re-use proposals (SFMHS, a private membership club/hotel, and a low income housing proposal) for the San Francisco Old Mint and to receive public comment. The SFMHS re-use proposal was well received. Although the Old Mint Task Force expressed concern regarding the financial viability of the three proposals, the Task Force concluded that the history museum proposal provided the most public benefit and access and had strong community-based support. The Old Mint Task Force will convene at 4 p.m. today to make a recommendation to the Mayor and Board of Supervisors to enter into an exclusive negotiating agreement with one of the three development entities. A number of articles pertaining to the Old Mint, which appeared in the January 26, 2003 Sunday edition of the San Francisco Chronicle, were circulated. In particular, "S.F. Must Invest in the Old Mint" by John King was noted.

The short and long-term financial requirements for the SFMHS re-use proposal for the Old Mint were reviewed. Mr. Lazarus estimated that approximately \$1 million in soft costs would be incurred in the next twelve months both to finalize negotiations with the City and to begin preliminary environmental, architectural and fund-raising work prior to initiating a construction contract. It is planned to immediately raise the \$1 million in soft costs from local corporate and philanthropic sources. Construction would begin in early 2004 with the building completed in the summer of 2005 followed by a period of time for tenant improvements. It is anticipated that the opening of the building will occur on or before the 100<sup>th</sup> anniversary of the 1906 San Francisco earthquake and fire.

United States Senators Dianne Feinstein and Barbara Boxer have introduced the 2006 commemorative coin legislation, which has been approved by the National Citizens Advisory Committee on Commemorative Coins. Only two coins are authorized per year. Sixty-seven members of the Senate will be required to co-sponsor the legislation. Senators Feinstein and Boxer, and Minority Leader Nancy Pelosi, United States House of Representatives, have expressed willingness to assist in the identification of available federal funds. California Senator John Burton's office is helping to identify sources of Proposition 40 funding. The \$48 million project cost will require a capital campaign effort.



In response to a question raised by Ms. Goldstein, Robert Mendelsohn, who coordinated the SFMHS re-use proposal, stated that the matter of ancillary support space required for the San Francisco Museum needs to be addressed and is not incorporated into the \$48 million project cost. Ms. Goldstein further commented that the Federal Park Service is interested in establishing an Immigration Museum, possibly near Crissy Field, and suggested that an opportunity may exist for collaboration between the SFMHS and the Federal Park Service.

The appended list of supporters of the SFMHS re-use proposal for the Old Mint was distributed to the Advisory Committee.

There was no public comment.

**VIII. Report on the Programs, Exhibitions, Publications and Website of the San Francisco Museum and Historical Society – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus discussed the SFMHS organization; pertinent comments follow:

- The twenty-one member SFMHS Board of Directors is comprised of members of the predecessor boards of the Museum of the City of San Francisco and the San Francisco Historical Society. Mr. Moran, President of the SFMHS Board of Directors, explained that at the time of the creation of the SFMHS Board one year ago, the criteria for membership consisted of a willingness to serve and contribute on an individual basis. As the mission of the SFMHS becomes more defined, there is opportunity to strengthen the Board, which may increase to thirty Directors. The list of the SFMHS Board of Directors is appended to the minutes.
- The SFMHS mission statement reads: "The San Francisco Museum and Historical Society's mission is to preserve, interpret, present and disseminate historical data, information and knowledge relating to the City and County of San Francisco so as to enhance the experience of living in or visiting San Francisco." Mr. Moran noted that the two mission statements of the former entities were merged to create the SFMHS mission statement. The relationship between the SFMHS in a leadership role and other local historical societies will need to be defined.
- The long-term availability of SFMHS storage space provided by the City in a large building on Treasure Island is unclear. Once the SFMHS mission statement and collection policy are clearly established, the availability of required support functions, such as conservation laboratories, adequate storage, education and research, will need to be addressed. The SFMHS mission statement might be revised to emphasize the benefit to the public, which is often accomplished through education and outreach programs, and a regional rather



than San Francisco focus. It was suggested that the development of a collection policy may assist in further defining the mission statement. The mission statement and collection policy will be essential to effective fund-raising.

- As part of the merger, the Museum of San Francisco collection was officially accessioned into the SFMHS collection with Gladys Hansen, the former Curator of the Museum of San Francisco, retaining her research collection on the San Francisco earthquake.
- The SFMHS annual operating budget of \$150,000 includes the Executive Director position, and two part-time staff positions. One of the staff positions provides general administrative support, and the second office manager position is responsible for membership, publications and special events. Gladys Hansen provides services on a voluntary basis. Additional staff are retained to organize exhibitions in the south court off the City Hall Rotunda subject to funding provided by sponsoring organizations (such as the exhibitions honoring the 130<sup>th</sup> anniversary of the Society for the Prevention of Cruelty to Animals, and P. H. McCarthy, the first labor mayor in San Francisco).

There was no public comment.

**IX. Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society Funded by the City and County of San Francisco to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society**

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. A demonstration of a computer database record was available for viewing by the Advisory Committee. Ms. Grinols advised that approximately 530 objects in the FAMSF history collection have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. The 530 objects catalogued to date fall into the following categories: 1) 50 paintings (portraits and landscapes); 2) 300 documents (crayon enlargements of people significant to San Francisco history, maps, Mid-winter Exposition photographs, lithographs, and theater programs); and 3) 180 objects (Gold Rush tools, ceremonial ribbons, guns, and signs). It is estimated that about one-third of the Museums' San Francisco history objects have been catalogued and inventoried. Ms. Grinols devotes two days a week to the FAMSF San Francisco history inventory project, which is anticipated to be completed in six months.

Mr. Parker reported that it is unlikely that the \$50,000 City allocation to the FAMSF budget to catalogue and inventory San Francisco history objects will materialize given the City's budget deficit. Mr. Fracchia offered to contact the

Museum Studies Programs at San Francisco State University and John F. Kennedy University to investigate the possibility of student internships to assist with the inventory project. Mr. Lazarus reported that the San Francisco Foundation has recently encouraged the resubmission of a SFMHS proposal for grant consideration. At the suggestion of Ms. Mendelsohn, Mr. Lazaur's will determine whether an inventory of SFMHS holdings exist on computer disc.

Acting Chair Heyman indicated his interest in creating working committees, such as a Collections Working Committee, and proposed that the next meeting agenda include a discussion of this matter. A visit to the FAMSF warehouse and SFMHS Treasure Island storage site will be considered as part of a future Advisory Committee meeting.

There was no public comment.

**X. Report on the Museum Assessment Program of the American Association of Museums – Harry S. Parker III, Director of Museums**

Mr. Parker presented the Museums' Assessment Program of the American Association of Museums, which may be of help to the SFMHS. This self-study tool offers a museum organization the following four assessments: 1) institutional – provides an overview of the museum's entire operations; 2) collections management – focuses on collections policies, planning, access, documentation and collection care; 3) public dimension – addresses how the museum is communicating with its audience and community; and 4) governance – helps the museum leadership and governing authority examine its structure, roles and responsibilities. Forty percent of the participating museums have operating budgets of less than \$250,000.

Ms. Stryker noted the availability of funding through the Conservation Assessment Program of the Institute of Museum and Library Services (IMLS) to accomplish a conservation assessment of a museum's collections and facilities.

There was no public comment.

**XI. Other Business**

**A. Report on the Certification by the Board of Supervisors of the Initial Membership to the San Francisco Museum and Historical Society Advisory Committee**

The appended letter dated December 17, 2002 from the Clerk of the Board of Supervisors certifies the initial membership of the SFMHS Advisory Committee, who shall serve a one-year term commencing December 17, 2002 and ending December 16, 2003.

- B. Legislative Update – Proposed Amendments to San Francisco Museum and Historical Society Advisory Committee Ordinance – James Lazarus, Executive Director, San Francisco Museum and Historical Society

At the request of Mr. Lazarus, Ms. Varah discussed the appended, proposed amendments to the SFMHS Advisory Committee Ordinance, which will be considered at a meeting of the Rules Committee of the Board of Supervisors later today. The changes are: 1) an increase in the membership of the Advisory Committee from nine to eleven voting members; 2) the two additional members of the public will be from organizations or communities with extensive knowledge of the history or cultural traditions of an ethnic minority community within San Francisco, with a focus on ancestral lineage or other historical and cultural links to the San Francisco Bay Area; 3) one of these members shall be appointed by the Board of Supervisors; one shall be appointed by the Mayor; 4) the first one-year term for these community representatives shall begin upon the date the Clerk of the Board of Supervisors certifies their appointment; 5) the Committee shall submit "an initial" written report summarizing its "preliminary" findings by March 31, 2003 followed by detailed annual reports by March 1 of each subsequent year the Committee is in operation with a copy submitted to the SFMHS; and 6) a change in the minimum meeting requirement from "monthly" to "bi-monthly."

It was agreed that the initial written report to be submitted to the Board of Supervisors by March 31, 2003 will be drafted by staff for review and approval by the Advisory Committee.

- C. 2003 Advisory Committee Meeting Schedule

In view of the impending amendments to the SFMHS Advisory Committee ordinance, in particular the change to bi-monthly meetings, the Advisory Committee will take action at its next meeting to adopt the following 2003 meeting schedule:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Thursday, March 27, 2003	9 a.m.	233 Post St., San Francisco
Thursday, May 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, July 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, September 23, 2003	9 a.m.	233 Post St., San Francisco
Thursday, November 20, 2003	9 a.m.	233 Post St., San Francisco

In an effort to maintain momentum and to review the initial report of the Advisory Committee's preliminary findings to be submitted to the Board of Supervisors by March 31, 2003, it was agreed that the Committee would convene on Wednesday, February 26, 2003, at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the administrative offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco.

D. Report on California State Library Grant Awarded in Support of Exhibition,  
*Amusing America*

Ms. Mendelsohn reported that the California State Library has awarded a grant to partially underwrite an exhibition, *Amusing America*, which will combine the histories of San Francisco and the Musée Mecanique. The exhibition will be installed at Pier 45 in space shared by the Musée Mecanique and SFMHS as of December 2002. The exhibition will examine participatory, commercial amusements in urban America with a major focus on San Francisco. Playland, Robert Woodward and his gardens, which contained the first aquarium in the West, M. H. de Young and the Midwinter Fair, Adolph Sutro and the Sutro Baths, etc., will be featured in *Amusing America*. The exhibition is expected to open in October 2003 and will be co-sponsored by the San Francisco Public Library and the California State Library.

Ms. Goldstein advised that the grant will partially finance the exhibition. It is hoped that major amusement businesses will provide the remaining funding. The digital component of the exhibition will be organized through the San Francisco Library website.

There was no public comment.

XII. **Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

XIII. **Adjournment – Ira Michael Heyman, Acting Chair**

There being no further business, the meeting was adjourned at 1:55 p.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY**  
**A New Home for a New History Museum**  
Governance

The board of directors of the San Francisco Museum and Historical Society is comprised of members of the predecessor boards of the Museum of the City of San Francisco and the San Francisco Historical Society. The board is made up of professionals, business persons, historians and community activists and includes:

Richard Moran, <i>President</i>		Lydia Cameron, <i>Secretary</i>
James Lazarus, <i>Vice President/ Executive Director</i>		Kyle Everett, <i>Treasurer</i>
Daniel Bacon	Scott Hildula	David Parry
Don Canady	Gladys Hansen,	Edith Piness
Gilbert Castle	Richard Johns	Bernard Pizzoli
Emilio Cruz	Louis Lipset	Christina Waldeck
Steve R. Drew	Bill McCarthy	Ed Zelinsky
Mike Fleming	Arthur Mejia	
Charles A. Fracchia	Ink Mendelsohn	

In September 2002, signaling its preliminary support for SFMHS's proposal to develop a world-class city history museum, the San Francisco Board of Supervisors established a Museum and Historical Society Advisory Committee to advise the organization in its planning for a new history museum. The committee is staffed by the Fine Arts Museums. The advisory committee members, and the entities within the City that appointed them, are:

- Appointed by Mayor Willie Brown: Charles Fracchia, SF Historical Society founder, and Ira Michael Heyman, former secretary of the Smithsonian Institution and chancellor of University of California, Berkeley.
- Appointed by the Board of Supervisors: Susan Stryker, executive director of the Gay, Lesbian, Bisexual, Transgender Historical Society, and Melissa Szeto, executive director of the Chinese Historical Society of America.
- Appointed by the Fine Arts Museums: FAM board members Charles Crocker and Dede Wilsey.
- Appointed by the SFMHS: board members Ink Mendelsohn and Richard Moran.
- Appointed by the Public Library: Susan Goldstein, city archivist.

## Supporters of the San Francisco Museum and Historical Society Proposal for the Old Mint

### Elected Officials:

Hon. Dianne Feinstein, United States Senator  
 Hon. Barbara Boxer, United States Senator  
 Hon. Nancy Pelosi, United States Congresswoman, Minority Leader, US House of Representative  
 Hon. John Burton, California State Senator, Senate President pro Tempore  
 Hon. Kevin Shelley, California Secretary of State  
 Hon. Carole Migden, Member, California State Board of Equalization

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### Proposed Tenants:

Lark Creek Restaurant Group	National Coalition of Hispanic Organizations
San Francisco Beautiful	The Three Philippino Cultural Center
San Francisco Convention & Visitors Bureau	San Francisco La Raza Lawyers Association
Smithsonian Institution	South of Market Health Center

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### Other Interested Parties:

African American Historical Society  
 African American Society of the Presidio  
 Asian American Heritage Festival  
 Barbary Coast Trail  
 Bay Area Sports Hall of Fame  
 Britex Fabrics  
 Chinese Historical Society of America  
 Delancey Street  
 Delaware North  
 Fine Arts Museums of San Francisco  
 Interfaith Center of the Presidio  
 International Indian Treaty Society  
 Lesbian Gay Bi-Sexual Transgender Historical Society  
 National Academy of Television Arts and Sciences  
 North Beach Neighbors  
 San Francisco City Guides  
 San Francisco La Raza Lawyers Association  
 San Francisco Peoples Society  
 San Francisco Tomorrow  
 Society of Professional Journalists  
 SPUR – San Francisco Planning and Urban Research Association  
 The Mexican Museum  
 United Nations Association of San Francisco  
 Unity Foundation

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### Neighboring Property Owners:

San Francisco Chronicle  
 Forest City Development (Bloomingdale)  
 The Lurie Company  
 Martin Building Company  
 San Francisco Provident Loan Association



## San Francisco Administrative Code

## SEC. 2A.155.4. FINE ARTS MUSEUMS; SALE, EXCHANGE OR TRANSFER OF WORKS OF ART.

When, in the judgment of the Board of Trustees of the Fine Arts Museums of San Francisco, works of art or other articles in the possession of the museums are no longer fit for exhibition purposes in said museums, such works of art or other articles may be sold, exchanged or transferred as hereinafter set forth. Such works of art or other articles to be sold, exchanged or transferred shall be catalogued, listed and described with reasonable certainty. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

## SEC. 2A.155.5. FINE ARTS MUSEUMS; EXCHANGE OF WORKS OF ART.

The Board of Trustees may exchange such works of art or other articles for other works of art or other articles of equivalent value. The said Trustees may execute and accept all deeds of conveyance necessary and proper to effect such exchange. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

## SEC. 2A.155.6. FINE ARTS MUSEUMS; PUBLIC AUCTION.

The said Trustees may cause said works of art or other articles to be sold at public auction to the highest and best bidder, and may contract with a licensed auctioneer for the purpose of conducting the sale or sales. The contract shall specify the compensation to be paid for the auctioneer's services and set forth the terms and conditions under which the sale or sales are to be conducted. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

## SEC. 2A.155.7. FINE ARTS MUSEUMS; PRIVATE SALE IN LIEU OF AUCTION.

Should no bids be received, or if bids are received and rejected as unsatisfactory, or if the high bid fails for reasons beyond the control of the trustees, the work of art or other article may thereafter be sold by private sale by the Trustees; provided, that works of art or other articles on which bids have been rejected shall not thereafter be sold for amounts less than the amount the Trustees would have realized on the highest responsible bid. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

## SEC. 2A.155.8. FINE ARTS MUSEUMS; OTHER MEANS OF SALE.

The Trustees may sell works of art or other articles through the museum's store, at a fundraising event, or a similar publicly-accessible venue when the Trustees determine, based upon reasonable independent information, that such sale is likely to realize a market value greater than what is expected at public auction. (Added by Ord. 24-00, File No. 992319, App. 2/25/2000)

## SEC. 2A.155.9. FINE ARTS MUSEUMS; MONEYS RECEIVED FOR SALE OF WORKS OF ART.

All moneys received from the sale of any work of art or other article sold pursuant to the provisions of this Article shall be placed in the trust fund of the Fine Arts Museums of San Francisco. Deposits in said trust fund shall be under the jurisdiction of the Board of Trustees. Said deposits in said trust fund shall be used for the purchase of other works of art and other articles to be exhibited in the Fine Arts Museums of San Francisco. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

-- over --

SEC. 2A.155.10. FINE ARTS MUSEUMS; TRANSFER OF WORKS OF ART.

(a) The collections of the Fine Arts Museums of San Francisco contain certain objects which are no longer appropriate to the collections. Many such objects are of scientific, social, cultural or historic value, but of little monetary value and therefore not appropriate for sale or exchange. The Board of Trustees nonetheless has a duty of care towards these objects and must expend funds for the storage and conservation of the items. It is in the interest of the City and County of San Francisco that these objects, under appropriate circumstances, be transferred to other public and nonprofit institutions for preservation, study and display, thereby relieving the City of the responsibility and expense of storing and preserving these objects.

(b) The Board of Trustees may transfer title to a work of art or other article in the Fine Arts Museums' collections to another public or nonprofit institution when the transfer is in the public interest. A transfer to another institution is deemed to be in the public interest where the Board of Trustees makes the following findings:

(1) The object is no longer appropriate to the Fine Arts Museums' collections; and

(2) The scientific, social, cultural and/or historical value of the object outweighs its monetary value; and

(3) The object is more likely to be preserved, studied and available to the public if it is transferred to the recipient institution than if it remains with the Fine Arts Museums of San Francisco or is sold.

(c) Where it is found to be in the public interest to transfer any object which is of historical or other interest to San Francisco, the object will first be offered to a San Francisco public or nonprofit institution.

(d) No work of art or other article in the Fine Arts Museums' collections may be transferred to another institution unless the transfer is approved by a majority of the members of the Board of Trustees. The Trustees may execute all deeds of conveyance necessary and proper to effect such transfer. (Added by Ord. 347-89, App. 10/4/89; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.11. APPLICATION TO THE ASIAN ART COMMISSION.

The powers and duties set forth in Sections 2A.155.4 through 2A.155.10 authorizing the Board of Trustees of the Fine Arts Museums to sell, exchange or transfer works of art or other articles shall also be applicable to the Asian Art Museum with respect to works of art or other articles in its possession. Funds from the sale of objects in the Asian Art Museum's possession shall be placed in the general art acquisition fund of the Asian Art Museum and shall be under the jurisdiction of the Asian Art Commission. (Added by Ord. 291-98, App. 9/30/98; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.12. APPLICATION TO THE SAN FRANCISCO AIRPORT COMMISSION.

The powers and duties set forth in Sections 2A.155.4 through 2A.155.10 authorizing the Board of Trustees of the Fine Arts Museums to sell, exchange or transfer works of art or other articles shall also be applicable to the San Francisco Airport Commission with respect to objects in its possession. Funds from the sale of objects in the Airport Museum's possession shall be placed in the Airport Museum's trust fund within the Airport Revenue Fund and shall be under the jurisdiction of the Airport Commission. Nothing in this Section is intended to limit or abridge the Arts Commission's authority with respect to works of art as set forth in Charter Section 5.103 and Administrative Code Section 2A.150. (Added by Ord. 291-98, App. 9/30/98; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)



**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**Initial Report of Preliminary Findings**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
March 31, 2003**

**I. Background**

The San Francisco Museum and Historical Society Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The initial membership of the Advisory Committee was certified by the Clerk of the Board of Supervisors on December 17, 2002 to serve one-year terms commencing that date, as follows:

Charles Crocker<sup>1</sup>  
Charles Fracchia<sup>2</sup>  
Susan Goldstein, Acting Vice Chair<sup>3</sup>  
Ira Michael Heyman, Acting Chair<sup>4</sup>  
Ink Mendelsohn<sup>5</sup>  
Richard Moran<sup>6</sup>  
Susan Stryker<sup>7</sup>  
Melissa Szeto<sup>8</sup>  
Diane B. Wilsey<sup>9</sup>

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<sup>1</sup> Appointed by the Fine Arts Museums of San Francisco

<sup>2</sup> Historian appointed by Mayor Willie L. Brown, Jr.

<sup>3</sup> City archivist appointed by the San Francisco Public Library

<sup>4</sup> Former Secretary of the Smithsonian Institution and Chancellor of the University of California, Berkeley, appointed by Mayor Willie L. Brown, Jr.

<sup>5</sup> Appointed by the San Francisco Museum and Historical Society

<sup>6</sup> Appointed by the San Francisco Museum and Historical Society

<sup>7</sup> Executive Director of the Gay, Lesbian, Bisexual, Transgender Historical Society appointed by the Board of Supervisors

<sup>8</sup> Executive Director of the Chinese Historical Society of America appointed by the Board of Supervisors

<sup>9</sup> Appointed by the Fine Arts Museums of San Francisco

The Advisory Committee is staffed by the Fine Arts Museums. The following serve as staff to the Advisory Committee:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

The purposes and responsibilities of the Advisory Committee are:

- The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Sources of potential financial support for the Society;
- The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- The potential merger of the City's historical collections with the Society's Collection; and
- Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## **II. Past Advisory Committee Deliberations**

At its initial meeting held on November 14, 2002, the Advisory Committee accomplished the following:

- Reviewed the legislation creating the San Francisco Museum and Historical Society Advisory Committee;
- Received an overview of public meeting laws;
- Requested the City Attorney's Office to draft Advisory Committee Bylaws;

- Discussed the purposes and responsibilities of the Advisory Committee at length;
- Heard a presentation on the joint project between the Fine Arts Museums of San Francisco and the San Francisco Museum and Historical Society, to be funded by the City and County of San Francisco, to catalogue and inventory San Francisco history objects; and
- Received a presentation on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint

At its second and third meetings held on January 29, 2003 and February 26, 2003, the Advisory Committee:

- Elected officers, Ira Michael Heyman as Acting Chair and Susan Goldstein as Acting Vice Chair;
- Established three working committees: Development and Funding, Collections, and Governance;
- Adopted Bylaws of the San Francisco Museum and Historical Society Advisory Committee;
- Received progress reports on the status of the SFMHS's Re-Use Proposal for the San Francisco Old Mint, which was recommended by the Old Mint Task Force at its January 29, 2003 to the Mayor and Board of Supervisors for approval;
- Received progress reports on the joint project between the FAMSF and SFMHS to catalogue and inventory San Francisco history objects; to date approximately \_\_\_\_ FAMSF San Francisco history objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object.
- Contacted the Museum Studies Programs at San Francisco State University and John F. Kennedy University to determine the feasibility of establishing internships to assist with the catalogue and inventory project;
- Pursued funding opportunities with the San Francisco Foundation;
- Discussed the governance and operations of the SFMHS including its programs and exhibitions;
- Reviewed the Museum Assessment Program of the American Association of Museums as a possible self-study tool to assess the SFMHS from institutional, collections management, public dimension, and governance points-of-view;
- Reviewed and approved this initial report to the Board of Supervisors.
- Established the 2003 bi-monthly meeting schedule as follows:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Thursday, March 27, 2003	9 a.m.	233 Post St., San Francisco
Thursday, May 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, July 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, September 23, 2003	9 a.m.	233 Post St., San Francisco
Thursday, November 20, 2003	9 a.m.	233 Post St., San Francisco

### III. Future Advisory Committee Considerations

- Review and act upon the findings of the working committees (Development and Funding, Collections, and Governance);
- Keep informed of developments pertaining to the SFMHS Re-use proposal for the San Francisco Mint;
- Analyze various structural models to determine the type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Assist the SFMHS in its efforts to participate in the Museum Assessment Program of the American Association of Museums as a self-study tool to assess the SFMHS from institutional, collections management, public dimension, and governance points-of-view;
- Pursue internship and funding opportunities in support of the FAMSF/SFMHS catalogue and inventory project;
- Continue to work to fulfill the remaining charges to the Advisory Committee as stated in the SFMHS Advisory Committee Ordinance.

Respectfully submitted,

Ira Michael Heyman  
Acting Chair

cc Board of Directors, San Francisco Museum and Historical Society  
Board of Trustees, Fine Arts Museums of San Francisco

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**February 26, 2003**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, February 26, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:07 a.m.. by Acting Chair Heyman.

Acting Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

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Excused:

Charles Crocker

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Consideration and Possible Action to Approve the Minutes of the January 29, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to approve the minutes of the January 29, 2003 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

**IV. Distribution of the Bylaws of the San Francisco Museum and Historical Society Advisory Committee Including Amendments to the San Francisco Museum and Historical Society Advisory Committee Ordinance Adopted by the Board of Supervisors**

The appended Bylaws of the San Francisco Museum and Historical Society Advisory Committee dated February 26, 2003, which were approved at the January 29, 2003 Advisory Committee, were distributed. The Bylaws include amendments to the ordinance creating the SFMHS Advisory Committee recently adopted by the Board of Supervisors.

**V. Consideration and Possible Action to Approve the 2003 Bi-Monthly Advisory Committee Meeting Schedule**

The following bi-monthly Advisory Committee meeting schedule for 2003 was presented by Acting Chair Heyman, who noted that additional meetings may be scheduled as necessary:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Thursday, March 27, 2003	9 a.m.	233 Post St., San Francisco
Thursday, May 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, July 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, September 23, 2003	9 a.m.	233 Post St., San Francisco
Thursday, November 20, 2003	9 a.m.	233 Post St., San Francisco

It was moved and seconded to adopt the above 2003 bi-monthly meeting schedule. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the above 2003 bi-monthly meeting schedule.

**VI. Report on the Sale, Exchange or Transfer of Works of Art, Section 2A.155.4-.12 of the San Francisco Administrative Code – Adine Varah, Deputy City Attorney**

Adine Varah, Deputy City Attorney, presented legislation (Section 2A.155.4-.12 of the San Francisco Administrative Code) governing the sale, exchange or transfer of works of art. As a general rule, a City department is required to obtain the approval of the Purchaser's Office prior to disposing of surplus property, such as office furniture and equipment. Recognizing that property under the jurisdiction of the City's cultural departments (Fine Arts Museums and the Asian Art Museum in particular) is highly specialized, the San Francisco Administrative Code contains specific provisions related to the sale, exchange or transfer of works of art. Ms. Varah also pointed out that the San Francisco Charter clearly establishes that the museums have exclusive charge over the assets under their care including the deaccession of works of art from their permanent collections.

She reviewed Section 2A.155.4-.12 of the San Francisco Administrative Code, as attached, noting that provision Section 2A.155.10, Fine Arts Museums; Transfer of Works of Art, sets forth the criteria for the transfer of a work of art made in the public interest. This provision may be particularly relevant to the SFMHS Advisory Committee:

“(b) The Board of Trustees may transfer title to a work of art or other article in the Fine Arts Museums’ collections to another public or nonprofit institution when the transfer is in the public interest. A transfer to another institution is deemed to be in the public interest where the Board of Trustees makes the following findings:

- (1) The object is no longer appropriate to the Fine Arts Museums’ collections; and
- (2) The scientific, social, cultural and/or historical value of the object outweighs its monetary value; and
- (3) The object is more likely to be preserved, studied and available to the public if it is transferred to the recipient institution than if it remains with the Fine Arts Museums of San Francisco or is sold.

(c) Where it is found to be in the public interest to transfer any object which is of historical or other interest to San Francisco, the object will first be offered to a San Francisco public or nonprofit institution.”

In addition, Section 2A.155.9, Fine Arts Museums; Moneys Received for Sale of Works of Art, stipulates that all moneys received from the sale of any deaccessioned work of art be used to purchase new acquisitions. Mr. Parker emphasized the importance of the SFMHS mission statement and collections policy to future accessioning and deaccessioning decisions made by the SFMHS, the FAMSF and other City departments. Once the SFMHS mission statement and supporting collections policy are determined, it may be appropriate for the SFMHS Advisory Committee to consider a request to the Board of Supervisors to adopt legislation pertaining to historical collections held by other City departments.

## **VII. Review and Discussion of Various Structural Models Illustrating Relationships Between Institutions and the City and County of San Francisco – Adine Varah, Deputy City Attorney**

Ms. Varah then presented a Preliminary List of Arts Departments, Agencies and Institutions Operated by the City and County of San Francisco or Otherwise Supported by the City as Tenants or Grantees. The document lists examples of different types of City funding or support of arts organizations as a government entity, property owner or grant recipient.

Category 1: City arts departments and agencies include the Arts Commission, Asian Art Museum, Fine Arts Museums, San Francisco Public Library, War Memorial Performing Arts Center, and the Grants for the Arts Program. Generally, the City



provides limited and/or partial operating funds through the Hotel Tax Fund for these entities. As in the case of the Asian Art Museum and FAMSF, and to a lesser extent the San Francisco Public Library, private nonprofit corporations exist for the sole purpose of raising funds to support the City entity. The Asian Art Museum, FAMSF, and the War Memorial Performing Arts Center are designated as charitable trust departments under Charter Section 5.101. At the core of these collections are major gifts of art or funds held in trust by the City.

Category 2: There are a number of private arts and cultural organizations operating in or on City property with some City support of occupancy costs. Examples of these organizations include the California Academy of Sciences, Community Cultural Centers, San Francisco Ballet, San Francisco Opera, San Francisco Symphony and the San Francisco Zoo. The relationships of the Academy of Sciences and the San Francisco Zoo to the City may be of particular interest to the SFMHS. The Academy operates on City property, and the City holds some of its assets in trust. A San Francisco Charter provision sets forth the City's ownership of the Academy building and states the authority and responsibility of the Academy, a nonprofit organization, for its management and operations. With regard to the San Francisco Zoo, the City owns the property, and has entered into an agreement with the Zoological Society, a nonprofit organization, to manage and operate the Zoo with some City funding.

Category 3. Examples of visual arts organizations, which received grants from the City through Grants for the Arts, funded by the Hotel Tax Fund Program, for Fiscal Year 2002-03 are: San Francisco African American Historical and Cultural Society; California College of Arts and Crafts, California Historical Society; Cartoon Art Museum, Chinese Historical Society of America, Exploratorium, The Museum of the City of San Francisco, San Francisco Art Institute, and the San Francisco Museum of Modern Art. Grants are based on a percentage of an organization's operating budget. It was noted that grants have been awarded to some entities operating in or on City owned property.

Mr. Parker stressed the importance of the SFMHS retaining its funding status with Grants for the Arts, as well as considering a relationship with the City similar to other organizations operating in City owned property with some City funding of occupancy costs. Mr. Lazarus pointed out that the Re-use Proposal for the Old Mint Project required no ongoing cost to the City. Growth in the Hotel Tax Fund in the future may provide an opportunity for some City subsidy.

#### **VIII. Report on and Discussion of the Creation of Working Committees – Ira Michael Heyman, Acting Chair**

Acting Chair Heyman proposed the establishment of three, informal working Committees with membership and charges noted as follows:



A. Development and Funding Working Committee

Diane Wilsey, Chair  
Charles Fracchia  
Richard Moran

Charge: Discuss, evaluate and advise the San Francisco Museum and Historical Society concerning its plans for establishing and raising funds necessary to pay for the following: a) the "soft costs" preparatory to initiating a construction contract for the Old Mint; b) the capital costs to prepare the Old Mint for occupancy; and c) the operations of the San Francisco Museum and Historical Society presently and in the future.

B. Collections Working Committee

Susan Goldstein, Chair  
Ink Mendelsohn  
Melissa Szeto

Charges: 1) Collect information concerning the objects and artifacts in the collections of the San Francisco Museum and Historical Society and those relating to San Francisco in other collections, most prominently the Fine Arts Museums, the City archives, and the public library; 2) Devise means to collect information on like materials in other museums and other organizations and owned by individuals; and 3) Suggest ways for sharing materials in the future by accession and deaccession, purchase, lending, digital means, and other methods.

C. Governance

Michael Heyman, Chair  
Charles Crocker  
Richard Moran  
Susan Stryker

Charges: 1) Explore with the San Francisco Museum and Historical Society various alternatives for governance of the San Francisco Museum and Historical Society including independent status and legal affiliation with the City of San Francisco; 2) Also explore formal and informal methods for the San Francisco Museum and Historical Society to relate to other organizations that maintain collections and materials relevant to the objectives of the San Francisco Museum and Historical Society.

Acting Chair Heyman suggested that the working committees might convene during the months when the Advisory Committee is not scheduled to meet. It is expected that the working committees will take responsibility for gathering information,

creating relationships with the SFMHS, discussing options, and informing the Advisory Committee of developments. Acting Chair Heyman emphasized the Advisory Committee's obligations to report to the Board of Supervisors and the Mayor with respect to its deliberations, and to advise and assist the SFMHS in its efforts to create a San Francisco history museum. The SFMHS Advisory Committee supported the establishment of the working committees as noted above.

**IX. Review and Discussion of the Initial Report Summarizing the Preliminary Findings of the San Francisco Museum and Historical Society Advisory Committee for Submission to the Board of Supervisors by March 31, 2003**

A draft, initial report summarizing the preliminary findings of the San Francisco Museum and Historical Society Advisory Committee was distributed for review and discussion. The Advisory Committee found the initial report to be an accurate accounting of deliberations to date. The initial report will be revised to include the establishment of the working committees and will be submitted to the Board of Supervisors by March 31, 2003 with a copy to the SFMHS Board of Directors and the FAMSF Board of Trustees. Detailed annual reports are required by March 1 of each ensuing year.

**X. Status Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus reported that the Old Mint Task Force at its meeting on January 29, 2003 unanimously approved the staff recommendation that the City enter into exclusive negotiations with the SFMHS for the lease (sixty-six years) and development of the Old Mint. The City Attorney's Office and the Mayor's Office of Economic Development are preparing the timetable for the negotiations, which are anticipated to commence in April 2003, to be submitted to the Board of Supervisors next month. The staff report should be completed in the next several weeks, as well as the legal documentation governing the transfer of the building from the General Services Administration to the Mayor and the Board of Supervisors. Some sources of City funding to maintain, secure and insure the building during the next year have been identified.

Over the next twelve to fourteen months, the following needs to occur prior to the execution of an occupancy contract with the City: 1) conceptual planning for the development of the museum within the Old Mint that meets the Secretary of the Interior's standards for historical preservation; 2) obtaining final historical preservation sign-off; 3) identifying the costs of the conceptual plan; 4) completing the environmental review process; 5) securing final City permits; and 6) finalizing building design elements.

Robert Mendelsohn, coordinator of the SFMHS re-use proposal, introduced Dana Merker, project architect and Partner, Patri.Merker.Associates. They presented a revised model of the Old Mint building, which was prepared to graphically present the project to

the State Historical Preservation Officer. Thirty days following the signing of the exclusive negotiating agreement with the City, the State Historical Preservation Officer will be required to determine if the building concept complies with the historic preservation standards of the Secretary of the Interior. The Old Mint building is a national historic landmark and is listed in the National Registry of Historic Places. Any revision to the Old Mint must comply with the Secretary of the Interior's standards, which are interpreted by the State Historic Preservation Officer.

At a meeting yesterday in San Francisco, the architect from the State Historic Preservation Office and the historic preservation adviser to the City were receptive to the revised model of the Old Mint conceptual plan. Mr. Lazarus noted that prior plans to include 12,000 square feet of gallery space on the roof was met with some resistance due to the historic nature of the structural steel and ceiling work.

Mr. Mendelsohn reviewed the revised conceptual model floor by floor. The retrofitted first floor of the courtyard on the entry level has been eliminated down to the historic floor below, and replaced with a new partial floor of opaque glass. A glazed and raised roof over the courtyard has been incorporated into the plans. Upon entry into the building on the first floor, a map of the City of San Francisco can be viewed on the historical level below, and a "crystal court" rises to the glazed, raised roof. Two glass elevators will carry visitors to the top of the building. The story of San Francisco will begin to be told as the ramp descends to lower levels. A glass bridge will connect exhibition spaces, which tell the San Francisco history story and display historical artifacts. Some portions of the structure will be glazed to allow for digital exhibition graphics. Levels will be connected by stairs, ramps and elevators. The cost for a glass structure was included in the initial \$35 million hard cost projection. Thirty days after the signing of the exclusive negotiating agreement, or seventy-five days from now, \$500,000 in funding will need to be raised.

The revised conceptual plan totals approximately 70,000 square feet of space; 40,000 square feet are dedicated to the museum including both exhibition and support space. Additional ancillary space will be necessary.

There was no public comment.

**XI. Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society**

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. Ms. Grinols advised that approximately 798 objects in the FAMSF history collection have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. The 798 objects catalogued to date fall into the following categories: 1) 50 paintings (portraits and

landscapes); 2) 534 documents (crayon enlargements of people significant to San Francisco history, maps, Mid-winter Exposition photographs, lithographs, and theater programs); and 3) 214 objects (Gold Rush tools, ceremonial ribbons, guns, and signs). It is estimated that about two hundred objects from the Museums' San Francisco history objects remain to be catalogued and inventoried.

Mr. Lazarus distributed several digital photographs of the San Francisco history collection stored at Treasure Island. He reported that the SFMHS has reapplied to the San Francisco Foundation for grant support and confirmed that an inventory of SFMHS holdings exists on computer disc. Gladys Hansen, former Director of the Museum of San Francisco, continues to volunteer her services at the SFMHS since her retirement. Her son, Richard Hansen, and Diana Yee worked part-time when the Museum of San Francisco was located at the Cannery, and currently assist with SFMHS exhibitions subject to available funding by sponsoring organizations.

1. Report on the Feasibility of Creating Internships for Museum Studies Program Students from San Francisco State University and John F. Kennedy University to Assist with the Above Project

Mr. Fracchia reported that he has contacted both Museum Studies Programs at San Francisco State University and John F. Kennedy University to investigate the possibility of student internships to assist with the inventory project. San Francisco State University has responded enthusiastically with two or three students interested in the project. Mr. Fracchia will proceed to complete and submit the required application. Evaluators will be required at the FAMSF and SFMHS. John F. Kennedy University has not yet responded.

## **XII. Other Business**

1. Report on the Museum Assessment Program of the American Association of Museums – James Lazarus, Executive Director, San Francisco Museum and Historical Society

Mr. Lazarus reported that Gladys Hansen had initiated work on this American Association of Museums' self-study program prior to the move of the Museum of San Francisco collection to Treasure Island. At a recent meeting involving Ms. Hansen, Mr. Parker and Mr. Lazarus, it was agreed that the SFMHS should pursue this effort once the collection at the Treasure Island storage facility has been reorganized. Mr. Parker suggested that the Collections Working Committee schedule a site visit of the Treasure Island facility and the FAMSF facilities to get a sense of the collections stored at both sites for report back to the Advisory Committee.

2. *Amusing America* Exhibition

Ms. Mendelsohn distributed a brochure for *Amusing America*, the premiere exhibition of the SFMHS planned for 2003, co-sponsored by the San Francisco Public

Library and the California State Library. The brochure describes and solicits funds in support of the exhibition.

3. Two New Members to be Appointed to the SFMHS Advisory Committee

The recent amendments to the Ordinance creating the SFMHS Advisory Committee will increase the membership on the Advisory Committee by two positions. Mr. Lazarus advised that two community representatives will be added from organizations or communities with extensive knowledge of the history or cultural traditions of an ethnic minority community within San Francisco, with a focus on ancestral lineage or other historical and cultural links to the San Francisco Bay Area. The Board of Supervisors and the Mayor will each appoint a community representative based upon a nomination received from the SFMHS for each position and nominations received from the general public.

**XII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**XIII. Adjournment – Ira Michael Heyman, Acting Chair**

There being no further business, the meeting was adjourned at 11:00 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.



# **San Francisco Museum and Historical Society Advisory Committee Bylaws**

**February 26, 2003**

## **Article I – Identification**

### **Section 1: Name**

The San Francisco Museum and Historical Society Advisory Committee ("Committee").

### **Section 2. Purpose**

The San Francisco Museum and Historical Society Advisory Committee was established by the Board of Supervisors and the Mayor under Section 2A.166 of the San Francisco Administrative Code.

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, the purposes and duties of the Committee are to publicly discuss and make recommendations to the Board of Supervisors, Fine Arts Museums Board and San Francisco Museum and Historical Society regarding any or all of the following topics:

- (1) The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments, (the "Collection") including, but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- (2) The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- (3) The identification of permanent exhibition venue(s) for the Society's Collection and funding for such venue(s);
- (4) Sources of potential financial support for the Society;
- (5) The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- (6) The potential merger of the City's historical collections with the Society's Collection; and
- (7) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.



## **Article II**

### **Committee Members**

#### **Section 1: Committee Members**

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, the Committee shall consist of eleven (11) voting members ("Committee members"). The Committee members shall consist of:

Two (2) representatives from the San Francisco Museum and Historical Society (the "Society");

Two (2) representatives from the Fine Arts Museums of San Francisco ("FAMSF");

One (1) representative from the San Francisco Public Library currently working in the City Archives division or with expertise in historic materials;

One (1) member of the public with significant expertise or experience researching and documenting the history of San Francisco ("the Historical Research Representative");

Two (2) members of the public from historical organizations including, but not limited to, organizations focused on the history of ethnic or racial minorities, sexual orientation, gender, or any of the various other cultural communities within San Francisco (the "Historical Organization Representatives");

One (1) member of the public with a professional background in museums who is not affiliated with FAMSF or the Society (the "Museum Professional Representative"); and

Two (2) members of the public from organizations or communities with extensive knowledge of the history or cultural traditions of an ethnic minority community within San Francisco, with a focus on ancestral lineage or other historical and cultural links to the San Francisco Bay Area (the "Community Representatives").

#### **Section 2: Term of Office**

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, Committee members shall serve a term of one year.

#### **Section 3: Appointment of Committee Members; Vacancies**

Appointment of Committee members and filling of vacancies shall be in accordance with Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto.



#### **Section 4. Duties of the Chair**

The Chair shall preside at all meetings of the Committee. The Chair shall oversee the preparation and distribution of the agenda for all Committee meetings. Unless the Committee specifies otherwise, the Chair shall have the authority to appoint members to special committees formed by the Committee.

#### **Section 5. Duties of the Vice-Chair**

In the absence of the Chair, the Vice-Chair shall preside at meetings of the Committee.

### **Article III Meetings**

#### **Section 1. Regular Meetings**

Regular meetings of the Committee shall be held at least bi-monthly, unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto. All meetings of the Committee, except as provided by applicable law, shall be open to the public.

#### **Section 2. Special Meetings**

The Chair or a majority of the members of the Committee may call special meetings. The meetings must be noticed at least 72 hours in advance in accordance with Section 67.6(f) of the San Francisco Sunshine Ordinance (S.F. Administrative Code Chapter 67).

#### **Section 3. Notice of Meetings**

Agendas of all regular meetings and notices and agendas of all special meetings shall be posted at the meeting site, the San Francisco Main Library, and on the Committee's website. Agendas and notices shall be provided to each Committee member and any person who files a written request for such notice with the Committee.

#### **Section 4. Cancellation of Meetings**

The Chair may cancel a meeting if he or she is aware that a quorum of the Committee will not be present, or if the meeting date conflicts with a holiday or other responsibilities of the Committee. As soon as is reasonably possible, a notice of cancellation shall be posted at the meeting site, at the San Francisco Main Library and on the Committee's website. If time permits, notices of meeting cancellations shall be mailed or faxed to all members of the public who have requested, in writing, to receive notices and agendas of Committee meetings.

## **Section 5. Conduct of Meetings**

All Committee meetings shall be held in compliance with all applicable laws, including, but not limited to, the Ralph M. Brown Act (Government Code Section 54950), the San Francisco Charter, the San Francisco Sunshine Ordinance (San Francisco Administrative Code Chapter 67), the San Francisco Museum and Historical Society Advisory Committee Ordinance (San Francisco Administrative Code Section 2A.166) and the Committee's Bylaws. At the discretion of the Committee Chair, except where the Charter or other rules provide required procedure, the Committee meetings shall be governed by the most recent edition of *Robert's Rules of Order*.

When a member of the Committee desires to address the Committee, he or she shall seek recognition by addressing the presiding officer, and when recognized, shall proceed to speak. The member shall confine his or her remarks to the question before the Committee. No discussion shall take place until a calendared item has been introduced, or a resolution or motion has been moved and seconded.

## **Section 6. Setting Agendas**

The agenda for meetings shall be prepared by Committee staff at the direction of the Chair, the Director of FAMSF and the Director of the Society. The Chair shall cause to be placed on the agenda any item requested by a member of the Committee provided that it is received not less than four business days prior to a regularly scheduled meeting. Each agenda of all regular meetings shall contain an item during which Committee members may request items for the Committee to consider at future meetings.

## **Section 7. Action at a Meeting: Quorum and Required Vote**

The presence of a majority of the full Committee (i.e., six members of an eleven member Committee) shall constitute a quorum for all purposes. The affirmative vote of a majority of the members of the full Committee (i.e., six members of an eleven member Committee) shall be required for the approval of any matter.

## **Section 8. Voting and Abstention**

Each member present at a Committee meeting shall vote "yes" or "no" when a question is put, unless the member is excused from voting on a matter by a motion adopted by a majority of the members present or the member has a conflict of interest that legally precludes participation in the vote. Whether a Committee member has a conflict of interest which precludes participation in a vote shall be determined by the individual member in consultation with the City Attorney's Office. Committee members shall not be allowed to vote by proxy.

The Committee shall take action on items on the agenda by roll call vote, (voice vote) or by a show of hands. The minutes shall reflect how each Committee member voted on each item.

## **Section 9. Public Comment**

The Committee shall hold meetings open to the public in full compliance with state and local laws. The Committee encourages the participation of interested persons. The Chair may limit time permitted for public comment consistent with state and local laws. Each person wishing to speak on an item before the Committee at a regular or special meeting shall be permitted to be heard once for up to three minutes. For regular meetings each agenda shall provide an opportunity for members of the public to directly address the Committee on items of interest to the public that are within the Committee's jurisdiction.

## **Section 10. Attendance at Meetings; Removal of Members**

Unless excused, all members of the Committee shall be in attendance at the hour appointed for each regular or special meeting of the Committee. Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, a Committee member who misses three regularly scheduled Committee meetings in any six-month period without prior authorization of the Committee shall be deemed to have resigned from the Committee effective on the date of the written certification from the Committee.

# **Article IV Maintenance of Committee Records**

## **Section 1. Meeting Minutes**

Minutes shall be taken at every regular and special Committee meeting. Minutes shall be approved by the majority vote of the Committee. All closed sessions shall be tape recorded.

## **Section 2. Public Review File**

The Committee shall maintain a public review file in compliance with the San Francisco Sunshine Ordinance. (See S.F. Administrative Code Section 67.23).

# **Article V Committees**

## **Section 1. Special Committees**

Upon approval by a majority of the members of the Committee, the Committee may form special committees ("ad hoc" committees). Special committees shall be formed for a specific purpose and cease to exist after completion of a designated task. Special committees may be composed of members of the Committees and/or the public.

The Special Committees formed by the Committee may be abolished upon approval by a majority of the Committee.

## **Section 2. Standing Committees**

Upon approval of a majority of the members of the Committee, the Committee may form standing committees to advise the Committee on its on-going functions. The standing committees shall be composed of members of the Committee. The terms of members of standing committees shall be one year, twelve months from appointment. Unless specified otherwise by the Committee, the Chair shall name the committee(s)' chair(s) and members.

## **Article VI Amendment of Bylaws**

### **Section 1. Amendment of Bylaws**

The Bylaws of the Committee may be amended, by a vote of a majority of the members of the Committee, after presentation of the proposed amendments as a scheduled agenda item at a meeting of the Committee. The Committee shall give 10 days notice before considering any amendments.

\* \* \*

San Francisco Administrative Code

SEC. 2A.155.4. FINE ARTS MUSEUMS; SALE, EXCHANGE OR TRANSFER OF WORKS OF ART.

When, in the judgment of the Board of Trustees of the Fine Arts Museums of San Francisco, works of art or other articles in the possession of the museums are no longer fit for exhibition purposes in said museums, such works of art or other articles may be sold, exchanged or transferred as hereinafter set forth. Such works of art or other articles to be sold, exchanged or transferred shall be catalogued, listed and described with reasonable certainty. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.5. FINE ARTS MUSEUMS; EXCHANGE OF WORKS OF ART.

The Board of Trustees may exchange such works of art or other articles for other works of art or other articles of equivalent value. The said Trustees may execute and accept all deeds of conveyance necessary and proper to effect such exchange. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.6. FINE ARTS MUSEUMS; PUBLIC AUCTION.

The said Trustees may cause said works of art or other articles to be sold at public auction to the highest and best bidder, and may contract with a licensed auctioneer for the purpose of conducting the sale or sales. The contract shall specify the compensation to be paid for the auctioneer's services and set forth the terms and conditions under which the sale or sales are to be conducted. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.7. FINE ARTS MUSEUMS; PRIVATE SALE IN LIEU OF AUCTION.

Should no bids be received, or if bids are received and rejected as unsatisfactory, or if the high bid fails for reasons beyond the control of the trustees, the work of art or other article may thereafter be sold by private sale by the Trustees; provided, that works of art or other articles on which bids have been rejected shall not thereafter be sold for amounts less than the amount the Trustees would have realized on the highest responsible bid. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.8. FINE ARTS MUSEUMS; OTHER MEANS OF SALE.

The Trustees may sell works of art or other articles through the museum's store, at a fundraising event, or a similar publicly-accessible venue when the Trustees determine, based upon reasonable independent information, that such sale is likely to realize a market value greater than what is expected at public auction. (Added by Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.9. FINE ARTS MUSEUMS; MONEYS RECEIVED FOR SALE OF WORKS OF ART.

All moneys received from the sale of any work of art or other article sold pursuant to the provisions of this Article shall be placed in the trust fund of the Fine Arts Museums of San Francisco. Deposits in said trust fund shall be under the jurisdiction of the Board of Trustees. Said deposits in said trust fund shall be used for the purchase of other works of art and other articles to be exhibited in the Fine Arts Museums of San Francisco. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

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#### SEC. 2A.155.10. FINE ARTS MUSEUMS; TRANSFER OF WORKS OF ART.

(a) The collections of the Fine Arts Museums of San Francisco contain certain objects which are no longer appropriate to the collections. Many such objects are of scientific, social, cultural or historic value, but of little monetary value and therefore not appropriate for sale or exchange. The Board of Trustees nonetheless has a duty of care towards these objects and must expend funds for the storage and conservation of the items. It is in the interest of the City and County of San Francisco that these objects, under appropriate circumstances, be transferred to other public and nonprofit institutions for preservation, study and display, thereby relieving the City of the responsibility and expense of storing and preserving these objects.

(b) The Board of Trustees may transfer title to a work of art or other article in the Fine Arts Museums' collections to another public or nonprofit institution when the transfer is in the public interest. A transfer to another institution is deemed to be in the public interest where the Board of Trustees makes the following findings:

(1) The object is no longer appropriate to the Fine Arts Museums' collections; and

(2) The scientific, social, cultural and/or historical value of the object outweighs its monetary value; and

(3) The object is more likely to be preserved, studied and available to the public if it is transferred to the recipient institution than if it remains with the Fine Arts Museums of San Francisco or is sold.

(c) Where it is found to be in the public interest to transfer any object which is of historical or other interest to San Francisco, the object will first be offered to a San Francisco public or nonprofit institution.

(d) No work of art or other article in the Fine Arts Museums' collections may be transferred to another institution unless the transfer is approved by a majority of the members of the Board of Trustees. The Trustees may execute all deeds of conveyance necessary and proper to effect such transfer. (Added by Ord. 347-89, App. 10/4/89; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

#### SEC. 2A.155.11. APPLICATION TO THE ASIAN ART COMMISSION.

The powers and duties set forth in Sections 2A.155.4 through 2A.155.10 authorizing the Board of Trustees of the Fine Arts Museums to sell, exchange or transfer works of art or other articles shall also be applicable to the Asian Art Museum with respect to works of art or other articles in its possession. Funds from the sale of objects in the Asian Art Museum's possession shall be placed in the general art acquisition fund of the Asian Art Museum and shall be under the jurisdiction of the Asian Art Commission. (Added by Ord. 291-98, App. 9/30/98; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

#### SEC. 2A.155.12. APPLICATION TO THE SAN FRANCISCO AIRPORT COMMISSION.

The powers and duties set forth in Sections 2A.155.4 through 2A.155.10 authorizing the Board of Trustees of the Fine Arts Museums to sell, exchange or transfer works of art or other articles shall also be applicable to the San Francisco Airport Commission with respect to objects in its possession. Funds from the sale of objects in the Airport Museum's possession shall be placed in the Airport Museum's trust fund within the Airport Revenue Fund and shall be under the jurisdiction of the Airport Commission. Nothing in this Section is intended to limit or abridge the Arts Commission's authority with respect to works of art as set forth in Charter Section 5.103 and Administrative Code Section 2A.150. (Added by Ord. 291-98, App. 9/30/98; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)



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**OFFICIAL MEETING NOTICE**

**San Francisco Museum and Historical Society  
Advisory Committee**

**Thursday, March 27, 2003  
9:00 a.m.**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair
- II. Calling of the Roll

Members:

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Acting Vice Chair  
Ira Michael Heyman, Acting Chair  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

Absences to be Excused

There will be an opportunity for public comment before or during each agenda item.

DOCUMENTS DEPT.

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| III.  | Consideration and Possible Action to Approve the Minutes of the February 26, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)  | Action     |
| IV.   | Consideration and Possible Action to Ratify the Initial Report of Preliminary Findings of the San Francisco Museum and Historical Society Advisory Committee Dated March 18, 2003 Submitted to the Board of Supervisors (See Appendix B – SFMHS Advisory Committee Initial Report to the Board of Supervisors Dated March 18, 2003) | Action     |
| V.    | Reports of the Working Committees   | Discussion |
| A.    | Development and Funding Working Committee Meeting Held on March 12, 2003 – Diane B. Wilsey, Chair   | Discussion |
| B.    | Collections Working Committee Meeting Held on March 14, 2003 - Susan Goldstein, Chair (Written Report To Be Distributed At Meeting)   | Discussion |
| C.    | Governance Working Committee Meeting Scheduled for March 27, 2003 Immediately Following the SFMHS Advisory Committee Meeting – Ira Michael Heyman, Chair  | Discussion |
| VI.   | Report on the Proposed Vision Statement for a San Francisco History Museum, <i>The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint</i> - Ink Mendelsohn (See Appendix – <i>The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint</i> )                              | Discussion |
| VII.  | Status Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society  | Discussion |
| VIII. | Status Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society                            | Discussion |
| A.    | Status Report on the Establishment of Internships for Museum Studies Program Students from San Francisco State University and John F. Kennedy University to Assist with the Above Project – Charles Fracchia  | Discussion |
| IX.   | Other Business  | Discussion |



X. Public Comment

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

XI. Adjournment – Ira Michael Heyman, Acting Chair

Action



Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sf.gov.org](http://sf.gov.org) (click on Key City Links at bottom of first screen; then City Departments and Agencies; click on "M" to reach San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.



**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**February 26, 2003**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, February 26, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:07 a.m. by Acting Chair Heyman.

Acting Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Charles A. Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

Excused:

Charles Crocker

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Consideration and Possible Action to Approve the Minutes of the January 29, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to approve the minutes of the January 29, 2003 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

**IV. Distribution of the Bylaws of the San Francisco Museum and Historical Society Advisory Committee Including Amendments to the San Francisco Museum and Historical Society Advisory Committee Ordinance Adopted by the Board of Supervisors**

The appended Bylaws of the San Francisco Museum and Historical Society Advisory Committee dated February 26, 2003, which were approved at the January 29, 2003 Advisory Committee, were distributed. The Bylaws include amendments to the ordinance creating the SFMHS Advisory Committee recently adopted by the Board of Supervisors.

**V. Consideration and Possible Action to Approve the 2003 Bi-Monthly Advisory Committee Meeting Schedule**

The following bi-monthly Advisory Committee meeting schedule for 2003 was presented by Acting Chair Heyman, who noted that additional meetings may be scheduled as necessary:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Thursday, March 27, 2003	9 a.m.	233 Post St., San Francisco
Thursday, May 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, July 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, September 23, 2003	9 a.m.	233 Post St., San Francisco
Thursday, November 20, 2003	9 a.m.	233 Post St., San Francisco

It was moved and seconded to adopt the above 2003 bi-monthly meeting schedule. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the above 2003 bi-monthly meeting schedule.

**VI. Report on the Sale, Exchange or Transfer of Works of Art, Section 2A.155.4-.12 of the San Francisco Administrative Code – Adine Varah, Deputy City Attorney**

Adine Varah, Deputy City Attorney, presented legislation (Section 2A.155.4-.12 of the San Francisco Administrative Code) governing the sale, exchange or transfer of works of art. As a general rule, a City department is required to obtain the approval of the Purchaser's Office prior to disposing of surplus property, such as office furniture and equipment. Recognizing that property under the jurisdiction of the City's cultural departments (Fine Arts Museums and the Asian Art Museum in particular) is highly specialized, the San Francisco Administrative Code contains specific provisions related to the sale, exchange or transfer of works of art. Ms. Varah also pointed out that the San Francisco Charter clearly establishes that the museums have exclusive charge over the assets under their care including the deaccession of works of art from their permanent collections.



She reviewed Section 2A.155.4-.12 of the San Francisco Administrative Code, as attached, noting that provision Section 2A.155.10, Fine Arts Museums; Transfer of Works of Art, sets forth the criteria for the transfer of a work of art made in the public interest. This provision may be particularly relevant to the SFMHS Advisory Committee:

“(b) The Board of Trustees may transfer title to a work of art or other article in the Fine Arts Museums’ collections to another public or nonprofit institution when the transfer is in the public interest. A transfer to another institution is deemed to be in the public interest where the Board of Trustees makes the following findings:

- (1) The object is no longer appropriate to the Fine Arts Museums’ collections; and
- (2) The scientific, social, cultural and/or historical value of the object outweighs its monetary value; and
- (3) The object is more likely to be preserved, studied and available to the public if it is transferred to the recipient institution than if it remains with the Fine Arts Museums of San Francisco or is sold.

(c) Where it is found to be in the public interest to transfer any object which is of historical or other interest to San Francisco, the object will first be offered to a San Francisco public or nonprofit institution.”

In addition, Section 2A.155.9, Fine Arts Museums; Moneys Received for Sale of Works of Art, stipulates that all moneys received from the sale of any deaccessioned work of art be used to purchase new acquisitions. Mr. Parker emphasized the importance of the SFMHS mission statement and collections policy to future accessioning and deaccessioning decisions made by the SFMHS, the FAMSF and other City departments. Once the SFMHS mission statement and supporting collections policy are determined, it may be appropriate for the SFMHS Advisory Committee to consider a request to the Board of Supervisors to adopt legislation pertaining to historical collections held by other City departments.

## **VII. Review and Discussion of Various Structural Models Illustrating Relationships Between Institutions and the City and County of San Francisco – Adine Varah, Deputy City Attorney**

Ms. Varah then presented a Preliminary List of Arts Departments, Agencies and Institutions Operated by the City and County of San Francisco or Otherwise Supported by the City as Tenants or Grantees. The document lists examples of different types of City funding or support of arts organizations as a government entity, property owner or grant recipient.

Category 1: City arts departments and agencies include the Arts Commission, Asian Art Museum, Fine Arts Museums, San Francisco Public Library, War Memorial Performing Arts Center, and the Grants for the Arts Program. Generally, the City

provides limited and/or partial operating funds through the Hotel Tax Fund for these entities. As in the case of the Asian Art Museum and FAMSF, and to a lesser extent the San Francisco Public Library, private nonprofit corporations exist for the sole purpose of raising funds to support the City entity. The Asian Art Museum, FAMSF, and the War Memorial Performing Arts Center are designated as charitable trust departments under Charter Section 5.101. At the core of these collections are major gifts of art or funds held in trust by the City.

Category 2: There are a number of private arts and cultural organizations operating in or on City property with some City support of occupancy costs. Examples of these organizations include the California Academy of Sciences, Community Cultural Centers, San Francisco Ballet, San Francisco Opera, San Francisco Symphony and the San Francisco Zoo. The relationships of the Academy of Sciences and the San Francisco Zoo to the City may be of particular interest to the SFMHS. The Academy operates on City property, and the City holds some of its assets in trust. A San Francisco Charter provision sets forth the City's ownership of the Academy building and states the authority and responsibility of the Academy, a nonprofit organization, for its management and operations. With regard to the San Francisco Zoo, the City owns the property, and has entered into an agreement with the Zoological Society, a nonprofit organization, to manage and operate the Zoo with some City funding.

Category 3: Examples of visual arts organizations, which received grants from the City through Grants for the Arts, funded by the Hotel Tax Fund Program, for Fiscal Year 2002-03 are: San Francisco African American Historical and Cultural Society; California College of Arts and Crafts, California Historical Society; Cartoon Art Museum, Chinese Historical Society of America, Exploratorium, The Museum of the City of San Francisco, San Francisco Art Institute, and the San Francisco Museum of Modern Art. Grants are based on a percentage of an organization's operating budget. It was noted that grants have been awarded to some entities operating in or on City owned property.

Mr. Parker stressed the importance of the SFMHS retaining its funding status with Grants for the Arts, as well as considering a relationship with the City similar to other organizations operating in City owned property with some City funding of occupancy costs. Mr. Lazarus pointed out that the Re-use Proposal for the Old Mint Project required no ongoing cost to the City. Growth in the Hotel Tax Fund in the future may provide an opportunity for some City subsidy.

#### **VIII. Report on and Discussion of the Creation of Working Committees – Ira Michael Heyman, Acting Chair**

Acting Chair Heyman proposed the establishment of three, informal working Committees with membership and charges noted as follows:

A. Development and Funding Working Committee

Diane Wilsey, Chair  
Charles Fracchia  
Richard Moran

Charge: Discuss, evaluate and advise the San Francisco Museum and Historical Society concerning its plans for establishing and raising funds necessary to pay for the following: a) the "soft costs" preparatory to initiating a construction contract for the Old Mint; b) the capital costs to prepare the Old Mint for occupancy; and c) the operations of the San Francisco Museum and Historical Society presently and in the future.

B. Collections Working Committee

Susan Goldstein, Chair  
Ink Mendelsohn  
Melissa Szeto

Charges: 1) Collect information concerning the objects and artifacts in the collections of the San Francisco Museum and Historical Society and those relating to San Francisco in other collections, most prominently the Fine Arts Museums, the City archives, and the public library; 2) Devise means to collect information on like materials in other museums and other organizations and owned by individuals; and 3) Suggest ways for sharing materials in the future by accession and deaccession, purchase, lending, digital means, and other methods.

C. Governance

Michael Heyman, Chair  
Charles Crocker  
Richard Moran  
Susan Stryker

Charges: 1) Explore with the San Francisco Museum and Historical Society various alternatives for governance of the San Francisco Museum and Historical Society including independent status and legal affiliation with the City of San Francisco; 2) Also explore formal and informal methods for the San Francisco Museum and Historical Society to relate to other organizations that maintain collections and materials relevant to the objectives of the San Francisco Museum and Historical Society.

Acting Chair Heyman suggested that the working committees might convene during the months when the Advisory Committee is not scheduled to meet. It is expected that the working committees will take responsibility for gathering information,

creating relationships with the SFMHS, discussing options, and informing the Advisory Committee of developments. Acting Chair Heyman emphasized the Advisory Committee's obligations to report to the Board of Supervisors and the Mayor with respect to its deliberations, and to advise and assist the SFMHS in its efforts to create a San Francisco history museum. The SFMHS Advisory Committee supported the establishment of the working committees as noted above.

**IX. Review and Discussion of the Initial Report Summarizing the Preliminary Findings of the San Francisco Museum and Historical Society Advisory Committee for Submission to the Board of Supervisors by March 31, 2003**

A draft, initial report summarizing the preliminary findings of the San Francisco Museum and Historical Society Advisory Committee was distributed for review and discussion. The Advisory Committee found the initial report to be an accurate accounting of deliberations to date. The initial report will be revised to include the establishment of the working committees and will be submitted to the Board of Supervisors by March 31, 2003 with a copy to the SFMHS Board of Directors and the FAMSF Board of Trustees. Detailed annual reports are required by March 1 of each ensuing year.

**X. Status Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus reported that the Old Mint Task Force at its meeting on January 29, 2003 unanimously approved the staff recommendation that the City enter into exclusive negotiations with the SFMHS for the lease (sixty-six years) and development of the Old Mint. The City Attorney's Office and the Mayor's Office of Economic Development are preparing the timetable for the negotiations, which are anticipated to commence in April 2003, to be submitted to the Board of Supervisors next month. The staff report should be completed in the next several weeks, as well as the legal documentation governing the transfer of the building from the General Services Administration to the Mayor and the Board of Supervisors. Some sources of City funding to maintain, secure and insure the building during the next year have been identified.

Over the next twelve to fourteen months, the following needs to occur prior to the execution of an occupancy contract with the City: 1) conceptual planning for the development of the museum within the Old Mint that meets the Secretary of the Interior's standards for historical preservation; 2) obtaining final historical preservation sign-off; 3) identifying the costs of the conceptual plan; 4) completing the environmental review process; 5) securing final City permits; and 6) finalizing building design elements.

Robert Mendelsohn, coordinator of the SFMHS re-use proposal, introduced Dana Merker, project architect and Partner, Patri.Merker.Associates. They presented a revised model of the Old Mint building, which was prepared to graphically present the project to

the State Historical Preservation Officer. Thirty days following the signing of the exclusive negotiating agreement with the City, the State Historical Preservation Officer will be required to determine if the building concept complies with the historic preservation standards of the Secretary of the Interior. The Old Mint building is a national historic landmark and is listed in the National Registry of Historic Places. Any revision to the Old Mint must comply with the Secretary of the Interior's standards, which are interpreted by the State Historic Preservation Officer.

At a meeting yesterday in San Francisco, the architect from the State Historic Preservation Office and the historic preservation adviser to the City were receptive to the revised model of the Old Mint conceptual plan. Mr. Lazarus noted that prior plans to include 12,000 square feet of gallery space on the roof was met with some resistance due to the historic nature of the structural steel and ceiling work.

Mr. Mendelsohn reviewed the revised conceptual model floor by floor. The retrofitted first floor of the courtyard on the entry level has been eliminated down to the historic floor below, and replaced with a new partial floor of opaque glass. A glazed and raised roof over the courtyard has been incorporated into the plans. Upon entry into the building on the first floor, a map of the City of San Francisco can be viewed on the historical level below, and a "crystal court" rises to the glazed, raised roof. Two glass elevators will carry visitors to the top of the building. The story of San Francisco will begin to be told as the ramp descends to lower levels. A glass bridge will connect exhibition spaces, which tell the San Francisco history story and display historical artifacts. Some portions of the structure will be glazed to allow for digital exhibition graphics. Levels will be connected by stairs, ramps and elevators. The cost for a glass structure was included in the initial \$35 million hard cost projection. Thirty days after the signing of the exclusive negotiating agreement, or seventy-five days from now, \$500,000 in funding will need to be raised.

The revised conceptual plan totals approximately 70,000 square feet of space; 40,000 square feet are dedicated to the museum including both exhibition and support space. Additional ancillary space will be necessary.

There was no public comment.

**XI. Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society**

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. Ms. Grinols advised that approximately 798 objects in the FAMSF history collection have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. The 798 objects catalogued to date fall into the following categories: 1) 50 paintings (portraits and

landscapes); 2) 534 documents (crayon enlargements of people significant to San Francisco history, maps, Mid-winter Exposition photographs, lithographs, and theater programs); and 3) 214 objects (Gold Rush tools, ceremonial ribbons, guns, and signs). It is estimated that about two hundred objects from the Museums' San Francisco history objects remain to be catalogued and inventoried.

Mr. Lazarus distributed several digital photographs of the San Francisco history collection stored at Treasure Island. He reported that the SFMHS has reapplied to the San Francisco Foundation for grant support and confirmed that an inventory of SFMHS holdings exists on computer disc. Gladys Hansen, former Director of the Museum of San Francisco, continues to volunteer her services at the SFMHS since her retirement. Her son, Richard Hansen, and Diana Yee worked part-time when the Museum of San Francisco was located at the Cannery, and currently assist with SFMHS exhibitions subject to available funding by sponsoring organizations.

1. Report on the Feasibility of Creating Internships for Museum Studies Program Students from San Francisco State University and John F. Kennedy University to Assist with the Above Project

Mr. Fracchia reported that he has contacted both Museum Studies Programs at San Francisco State University and John F. Kennedy University to investigate the possibility of student internships to assist with the inventory project. San Francisco State University has responded enthusiastically with two or three students interested in the project. Mr. Fracchia will proceed to complete and submit the required application. Evaluators will be required at the FAMSF and SFMHS. John F. Kennedy University has not yet responded.

## **XII. Other Business**

1. Report on the Museum Assessment Program of the American Association of Museums – James Lazarus, Executive Director, San Francisco Museum and Historical Society

Mr. Lazarus reported that Gladys Hansen had initiated work on this American Association of Museums' self-study program prior to the move of the Museum of San Francisco collection to Treasure Island. At a recent meeting involving Ms. Hansen, Mr. Parker and Mr. Lazarus, it was agreed that the SFMHS should pursue this effort once the collection at the Treasure Island storage facility has been reorganized. Mr. Parker suggested that the Collections Working Committee schedule a site visit of the Treasure Island facility and the FAMSF facilities to get a sense of the collections stored at both sites for report back to the Advisory Committee.

2. *Amusing America* Exhibition

Ms. Mendelsohn distributed a brochure for *Amusing America*, the premiere exhibition of the SFMHS planned for 2003, co-sponsored by the San Francisco Public



Library and the California State Library. The brochure describes and solicits funds in support of the exhibition.

3. Two New Members to be Appointed to the SFMHS Advisory Committee

The recent amendments to the Ordinance creating the SFMHS Advisory Committee will increase the membership on the Advisory Committee by two positions. Mr. Lazarus advised that two community representatives will be added from organizations or communities with extensive knowledge of the history or cultural traditions of an ethnic minority community within San Francisco, with a focus on ancestral lineage or other historical and cultural links to the San Francisco Bay Area. The Board of Supervisors and the Mayor will each appoint a community representative based upon a nomination received from the SFMHS for each position and nominations received from the general public.

**XII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**XIII. Adjournment – Ira Michael Heyman, Acting Chair**

There being no further business, the meeting was adjourned at 11:00 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.





# **San Francisco Museum and Historical Society Advisory Committee Bylaws**

**February 26, 2003**

## **Article I – Identification**

### **Section 1: Name**

The San Francisco Museum and Historical Society Advisory Committee ("Committee").

### **Section 2. Purpose**

The San Francisco Museum and Historical Society Advisory Committee was established by the Board of Supervisors and the Mayor under Section 2A.166 of the San Francisco Administrative Code.

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, the purposes and duties of the Committee are to publicly discuss and make recommendations to the Board of Supervisors, Fine Arts Museums Board and San Francisco Museum and Historical Society regarding any or all of the following topics:

- (1) The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments, (the "Collection") including, but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- (2) The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- (3) The identification of permanent exhibition venue(s) for the Society's Collection and funding for such venue(s);
- (4) Sources of potential financial support for the Society;
- (5) The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- (6) The potential merger of the City's historical collections with the Society's Collection; and
- (7) Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## **Article II Committee Members**

### **Section 1: Committee Members**

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, the Committee shall consist of eleven (11) voting members ("Committee members"). The Committee members shall consist of:

Two (2) representatives from the San Francisco Museum and Historical Society (the "Society");

Two (2) representatives from the Fine Arts Museums of San Francisco ("FAMSF");

One (1) representative from the San Francisco Public Library currently working in the City Archives division or with expertise in historic materials;

One (1) member of the public with significant expertise or experience researching and documenting the history of San Francisco ("the Historical Research Representative");

Two (2) members of the public from historical organizations including, but not limited to, organizations focused on the history of ethnic or racial minorities, sexual orientation, gender, or any of the various other cultural communities within San Francisco (the "Historical Organization Representatives");

One (1) member of the public with a professional background in museums who is not affiliated with FAMSF or the Society (the "Museum Professional Representative"); and

Two (2) members of the public from organizations or communities with extensive knowledge of the history or cultural traditions of an ethnic minority community within San Francisco, with a focus on ancestral lineage or other historical and cultural links to the San Francisco Bay Area (the "Community Representatives").

### **Section 2: Term of Office**

Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, Committee members shall serve a term of one year.

### **Section 3: Appointment of Committee Members; Vacancies**

Appointment of Committee members and filling of vacancies shall be in accordance with Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto.

#### **Section 4. Duties of the Chair**

The Chair shall preside at all meetings of the Committee. The Chair shall oversee the preparation and distribution of the agenda for all Committee meetings. Unless the Committee specifies otherwise, the Chair shall have the authority to appoint members to special committees formed by the Committee.

#### **Section 5. Duties of the Vice-Chair**

In the absence of the Chair, the Vice-Chair shall preside at meetings of the Committee.

### **Article III Meetings**

#### **Section 1. Regular Meetings**

Regular meetings of the Committee shall be held at least bi-monthly, unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto. All meetings of the Committee, except as provided by applicable law, shall be open to the public.

#### **Section 2. Special Meetings**

The Chair or a majority of the members of the Committee may call special meetings. The meetings must be noticed at least 72 hours in advance in accordance with Section 67.6(f) of the San Francisco Sunshine Ordinance (S.F. Administrative Code Chapter 67).

#### **Section 3. Notice of Meetings**

Agendas of all regular meetings and notices and agendas of all special meetings shall be posted at the meeting site, the San Francisco Main Library, and on the Committee's website. Agendas and notices shall be provided to each Committee member and any person who files a written request for such notice with the Committee.

#### **Section 4. Cancellation of Meetings**

The Chair may cancel a meeting if he or she is aware that a quorum of the Committee will not be present, or if the meeting date conflicts with a holiday or other responsibilities of the Committee. As soon as is reasonably possible, a notice of cancellation shall be posted at the meeting site, at the San Francisco Main Library and on the Committee's website. If time permits, notices of meeting cancellations shall be mailed or faxed to all members of the public who have requested, in writing, to receive notices and agendas of Committee meetings.

## Section 5. Conduct of Meetings

All Committee meetings shall be held in compliance with all applicable laws, including, but not limited to, the Ralph M. Brown Act (Government Code Section 54950), the San Francisco Charter, the San Francisco Sunshine Ordinance (San Francisco Administrative Code Chapter 67), the San Francisco Museum and Historical Society Advisory Committee Ordinance (San Francisco Administrative Code Section 2A.166) and the Committee's Bylaws. At the discretion of the Committee Chair, except where the Charter or other rules provide required procedure, the Committee meetings shall be governed by the most recent edition of *Robert's Rules of Order*.

When a member of the Committee desires to address the Committee, he or she shall seek recognition by addressing the presiding officer, and when recognized, shall proceed to speak. The member shall confine his or her remarks to the question before the Committee. No discussion shall take place until a calendared item has been introduced, or a resolution or motion has been moved and seconded.

## Section 6. Setting Agendas

The agenda for meetings shall be prepared by Committee staff at the direction of the Chair, the Director of FAMSF and the Director of the Society. The Chair shall cause to be placed on the agenda any item requested by a member of the Committee provided that it is received not less than four business days prior to a regularly scheduled meeting. Each agenda of all regular meetings shall contain an item during which Committee members may request items for the Committee to consider at future meetings.

## Section 7. Action at a Meeting: Quorum and Required Vote

The presence of a majority of the full Committee (i.e., six members of an eleven member Committee) shall constitute a quorum for all purposes. The affirmative vote of a majority of the members of the full Committee (i.e., six members of an eleven member Committee) shall be required for the approval of any matter.

## Section 8. Voting and Abstention

Each member present at a Committee meeting shall vote "yes" or "no" when a question is put, unless the member is excused from voting on a matter by a motion adopted by a majority of the members present or the member has a conflict of interest that legally precludes participation in the vote. Whether a Committee member has a conflict of interest which precludes participation in a vote shall be determined by the individual member in consultation with the City Attorney's Office. Committee members shall not be allowed to vote by proxy.

The Committee shall take action on items on the agenda by roll call vote, (voice vote) or by a show of hands. The minutes shall reflect how each Committee member voted on each item.

## **Section 9. Public Comment**

The Committee shall hold meetings open to the public in full compliance with state and local laws. The Committee encourages the participation of interested persons. The Chair may limit time permitted for public comment consistent with state and local laws. Each person wishing to speak on an item before the Committee at a regular or special meeting shall be permitted to be heard once for up to three minutes. For regular meetings each agenda shall provide an opportunity for members of the public to directly address the Committee on items of interest to the public that are within the Committee's jurisdiction.

## **Section 10. Attendance at Meetings; Removal of Members**

Unless excused, all members of the Committee shall be in attendance at the hour appointed for each regular or special meeting of the Committee. Unless otherwise specified under Section 2A.166 of the San Francisco Administrative Code or any subsequent amendments thereto, a Committee member who misses three regularly scheduled Committee meetings in any six-month period without prior authorization of the Committee shall be deemed to have resigned from the Committee effective on the date of the written certification from the Committee.

### **Article IV**

#### **Maintenance of Committee Records**

##### **Section 1. Meeting Minutes**

Minutes shall be taken at every regular and special Committee meeting. Minutes shall be approved by the majority vote of the Committee. All closed sessions shall be tape recorded.

##### **Section 2. Public Review File**

The Committee shall maintain a public review file in compliance with the San Francisco Sunshine Ordinance. (See S.F. Administrative Code Section 67.23).

### **Article V**

#### **Committees**

##### **Section 1. Special Committees**

Upon approval by a majority of the members of the Committee, the Committee may form special committees ("ad hoc" committees). Special committees shall be formed for a specific purpose and cease to exist after completion of a designated task. Special committees may be composed of members of the Committees and/or the public.

The Special Committees formed by the Committee may be abolished upon approval by a majority of the Committee.

## **Section 2. Standing Committees**

Upon approval of a majority of the members of the Committee, the Committee may form standing committees to advise the Committee on its on-going functions. The standing committees shall be composed of members of the Committee. The terms of members of standing committees shall be one year, twelve months from appointment. Unless specified otherwise by the Committee, the Chair shall name the committee(s)' chair(s) and members.

## **Article VI Amendment of Bylaws**

### **Section 1. Amendment of Bylaws**

The Bylaws of the Committee may be amended, by a vote of a majority of the members of the Committee, after presentation of the proposed amendments as a scheduled agenda item at a meeting of the Committee. The Committee shall give 10 days notice before considering any amendments.

\* \* \*

San Francisco Administrative Code

SEC. 2A.155.4. FINE ARTS MUSEUMS; SALE, EXCHANGE OR TRANSFER OF WORKS OF ART.

When, in the judgment of the Board of Trustees of the Fine Arts Museums of San Francisco, works of art or other articles in the possession of the museums are no longer fit for exhibition purposes in said museums, such works of art or other articles may be sold, exchanged or transferred as hereinafter set forth. Such works of art or other articles to be sold, exchanged or transferred shall be catalogued, listed and described with reasonable certainty. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.5. FINE ARTS MUSEUMS; EXCHANGE OF WORKS OF ART.

The Board of Trustees may exchange such works of art or other articles for other works of art or other articles of equivalent value. The said Trustees may execute and accept all deeds of conveyance necessary and proper to effect such exchange. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.6. FINE ARTS MUSEUMS; PUBLIC AUCTION.

The said Trustees may cause said works of art or other articles to be sold at public auction to the highest and best bidder, and may contract with a licensed auctioneer for the purpose of conducting the sale or sales. The contract shall specify the compensation to be paid for the auctioneer's services and set forth the terms and conditions under which the sale or sales are to be conducted. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.7. FINE ARTS MUSEUMS; PRIVATE SALE IN LIEU OF AUCTION.

Should no bids be received, or if bids are received and rejected as unsatisfactory, or if the high bid fails for reasons beyond the control of the trustees, the work of art or other article may thereafter be sold by private sale by the Trustees; provided, that works of art or other articles on which bids have been rejected shall not thereafter be sold for amounts less than the amount the Trustees would have realized on the highest responsible bid. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.8. FINE ARTS MUSEUMS; OTHER MEANS OF SALE.

The Trustees may sell works of art or other articles through the museum's store, at a fundraising event, or a similar publicly-accessible venue when the Trustees determine, based upon reasonable independent information, that such sale is likely to realize a market value greater than what is expected at public auction. (Added by Ord. 24-00, File No. 992319, App. 2/25/2000)

SEC. 2A.155.9. FINE ARTS MUSEUMS; MONEYS RECEIVED FOR SALE OF WORKS OF ART.

All moneys received from the sale of any work of art or other article sold pursuant to the provisions of this Article shall be placed in the trust fund of the Fine Arts Museums of San Francisco. Deposits in said trust fund shall be under the jurisdiction of the Board of Trustees. Said deposits in said trust fund shall be used for the purchase of other works of art and other articles to be exhibited in the Fine Arts Museums of San Francisco. (Added by Ord. 144-64, App. 5/27/64; amended by Ord. 347-89, App. 10/4/89; Ord. 24-00, File No. 992319, App. 2/25/2000)

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# SEC. 2A.155.10. FINE ARTS MUSEUMS; TRANSFER OF WORKS OF ART.

(a) The collections of the Fine Arts Museums of San Francisco contain certain objects which are no longer appropriate to the collections. Many such objects are of scientific, social, cultural or historic value, but of little monetary value and therefore not appropriate for sale or exchange. The Board of Trustees nonetheless has a duty of care towards these objects and must expend funds for the storage and conservation of the items. It is in the interest of the City and County of San Francisco that these objects, under appropriate circumstances, be transferred to other public and nonprofit institutions for preservation, study and display, thereby relieving the City of the responsibility and expense of storing and preserving these objects.

(b) The Board of Trustees may transfer title to a work of art or other article in the Fine Arts Museums' collections to another public or nonprofit institution when the transfer is in the public interest. A transfer to another institution is deemed to be in the public interest where the Board of Trustees makes the following findings:

(1) The object is no longer appropriate to the Fine Arts Museums' collections; and

(2) The scientific, social, cultural and/or historical value of the object outweighs its monetary value; and

(3) The object is more likely to be preserved, studied and available to the public if it is transferred to the recipient institution than if it remains with the Fine Arts Museums of San Francisco or is sold.

(c) Where it is found to be in the public interest to transfer any object which is of historical or other interest to San Francisco, the object will first be offered to a San Francisco public or nonprofit institution.

(d) No work of art or other article in the Fine Arts Museums' collections may be transferred to another institution unless the transfer is approved by a majority of the members of the Board of Trustees. The Trustees may execute all deeds of conveyance necessary and proper to effect such transfer. (Added by Ord. 347-89, App. 10/4/89; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

# SEC. 2A.155.11. APPLICATION TO THE ASIAN ART COMMISSION.

The powers and duties set forth in Sections 2A.155.4 through 2A.155.10 authorizing the Board of Trustees of the Fine Arts Museums to sell, exchange or transfer works of art or other articles shall also be applicable to the Asian Art Museum with respect to works of art or other articles in its possession. Funds from the sale of objects in the Asian Art Museum's possession shall be placed in the general art acquisition fund of the Asian Art Museum and shall be under the jurisdiction of the Asian Art Commission. (Added by Ord. 291-98, App. 9/30/98; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)

# SEC. 2A.155.12. APPLICATION TO THE SAN FRANCISCO AIRPORT COMMISSION.

The powers and duties set forth in Sections 2A.155.4 through 2A.155.10 authorizing the Board of Trustees of the Fine Arts Museums to sell, exchange or transfer works of art or other articles shall also be applicable to the San Francisco Airport Commission with respect to objects in its possession. Funds from the sale of objects in the Airport Museum's possession shall be placed in the Airport Museum's trust fund within the Airport Revenue Fund and shall be under the jurisdiction of the Airport Commission. Nothing in this Section is intended to limit or abridge the Arts Commission's authority with respect to works of art as set forth in Charter Section 5.103 and Administrative Code Section 2A.150. (Added by Ord. 291-98, App. 9/30/98; amended by Ord. 24-00, File No. 992319, App. 2/25/2000)



**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**Initial Report of Preliminary Findings**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
March 18, 2003**

**I. Background**

The San Francisco Museum and Historical Society Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The initial membership of the Advisory Committee was certified by the Clerk of the Board of Supervisors on December 17, 2002 to serve one-year terms commencing that date, as follows:

Charles Crocker<sup>1</sup>  
Charles Fracchia<sup>2</sup>  
Susan Goldstein, Acting Vice Chair<sup>3</sup>  
Ira Michael Heyman, Acting Chair<sup>4</sup>  
Ink Mendelsohn<sup>5</sup>  
Richard Moran<sup>6</sup>  
Susan Stryker<sup>7</sup>  
Melissa Szeto<sup>8</sup>  
Diane B. Wilsey<sup>9</sup>

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<sup>1</sup> Appointed by the Fine Arts Museums of San Francisco

<sup>2</sup> Historian appointed by Mayor Willie L. Brown, Jr.

<sup>3</sup> City archivist appointed by the San Francisco Public Library

<sup>4</sup> Former Secretary of the Smithsonian Institution and Chancellor of the University of California, Berkeley, appointed by Mayor Willie L. Brown, Jr.

<sup>5</sup> Appointed by the San Francisco Museum and Historical Society

<sup>6</sup> Appointed by the San Francisco Museum and Historical Society

<sup>7</sup> Executive Director of the Gay, Lesbian, Bisexual, Transgender Historical Society appointed by the Board of Supervisors

<sup>8</sup> Executive Director of the Chinese Historical Society of America appointed by the Board of Supervisors

<sup>9</sup> Appointed by the Fine Arts Museums of San Francisco

The Advisory Committee is staffed by the Fine Arts Museums. The following serve as staff to the Advisory Committee:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

The purposes and responsibilities of the Advisory Committee are:

- The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Sources of potential financial support for the Society;
- The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- The potential merger of the City's historical collections with the Society's Collection; and
- Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## **II. Past Advisory Committee Deliberations**

At its initial meeting held on November 14, 2002, the Advisory Committee accomplished the following:

- Reviewed the legislation creating the San Francisco Museum and Historical Society Advisory Committee;
- Received an overview of public meeting laws;
- Requested the City Attorney's Office to draft Advisory Committee Bylaws;

- Discussed the purposes and responsibilities of the Advisory Committee at length;
- Heard a presentation on the joint project between the Fine Arts Museums of San Francisco and the San Francisco Museum and Historical Society, to be funded by the City and County of San Francisco, to catalogue and inventory San Francisco history objects; and
- Received a presentation on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint

At its second and third meetings held on January 29, 2003 and February 26, 2003, the Advisory Committee:

- Elected officers, Ira Michael Heyman as Acting Chair and Susan Goldstein as Acting Vice Chair;
- Established three working committees: Development and Funding, Collections, and Governance;
- Adopted Bylaws of the San Francisco Museum and Historical Society Advisory Committee;
- Received progress reports on the status of the SFMHS's Re-Use Proposal for the San Francisco Old Mint, which was recommended by the Old Mint Task Force at its January 29, 2003 meeting to the Mayor and Board of Supervisors as the development entity to enter into an exclusive negotiating agreement;
- Received progress reports on the joint project between the FAMSF and SFMHS to catalogue and inventory San Francisco history objects; to date approximately 865 FAMSF San Francisco history objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object;
- Contacted the Museum Studies Programs at San Francisco State University and John F. Kennedy University to determine the feasibility of establishing internships to assist with the catalogue and inventory project;
- Pursued funding opportunities with the San Francisco Foundation;
- Discussed the governance and operations of the SFMHS including its programs and exhibitions;
- Reviewed the Museum Assessment Program of the American Association of Museums as a possible self-study tool to assess the SFMHS from institutional, collections management, public dimension, and governance points-of-view;
- Reviewed and approved this initial report to the Board of Supervisors;

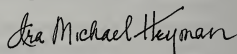
- Established the 2003 meeting schedule as follows:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Wednesday, January 29, 2003	noon	233 Post St., San Francisco
Wednesday, February 26, 2003	noon	233 Post St., San Francisco
Thursday, March 27, 2003	9 a.m.	233 Post St., San Francisco
Thursday, May 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, July 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, September 23, 2003	9 a.m.	233 Post St., San Francisco
Thursday, November 20, 2003	9 a.m.	233 Post St., San Francisco

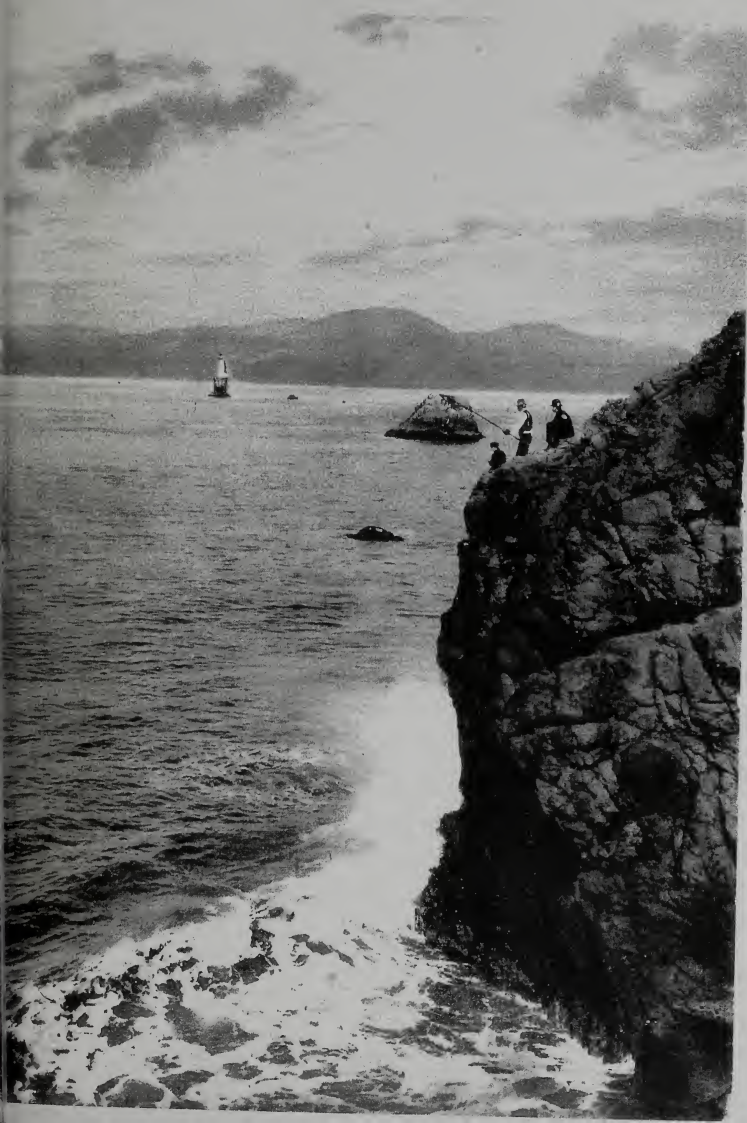
### III. Future Advisory Committee Considerations

- Review and act upon the findings of the working committees (Development and Funding, Collections, and Governance);
- Keep informed of developments pertaining to the SFMHS Re-use proposal for the San Francisco Mint;
- Analyze various structural models to determine the type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Assist the SFMHS in its efforts to participate in the Museum Assessment Program of the American Association of Museums as a self-study tool to assess the SFMHS from institutional, collections management, public dimension, and governance points-of-view;
- Pursue internship and funding opportunities in support of the FAMSF/SFMHS catalogue and inventory project;
- Continue to work to fulfill the remaining charges to the Advisory Committee as stated in the SFMHS Advisory Committee Ordinance.

Respectfully submitted,



Ira Michael Heyman  
Acting Chair





THE END OF THE RAINBOW

VISIONS OF THE SAN FRANCISCO HISTORY MUSEUM AT THE OLD MINT

BY INK MENDELSON





## THE STORY: THE END OF THE RAINBOW

Like life itself, the generations that come, go and grow anew; the Earth that is constantly building up, breaking down and rebuilding; the rainbow that suddenly appears, fades and reappears, human history is a dynamic process of construction, destruction and reinvention. Nowhere is this historical inevitability seen more clearly than in the drama of America's great cities. And among them, San Francisco is the uncontested Drama Queen.

No historical tale can beat the allure of a little village by the sea that came through gold fever, lawlessness, racial discrimination, civic corruption, labor unrest, social protest, earthquake and fire—a bit of biblical brimstone, some said—and a tangle of cultures to become a city of heart, sophistication, tolerance and beauty admired the world over and a model for the 21<sup>st</sup> century of a community enhanced by its diversity.

In creating a home for San Francisco's unique story, we must first ask ourselves, "How do we tell that story? What is the heart of the matter? The people? The place? The purpose? The point in time"?

For thousands of years, there was a beautiful place at the edge of the Pacific Ocean inhabited by a peaceful people content with the land and the sea as they found them. In 1776, the year America was created as an independent nation, newcomers came to the place that would be called Yerba Buena. But the sleepy village remained little changed for three-quarters of a century. Then, overnight, the place now called San Francisco was transformed by the Midas touch. A city was created in an historical instant by dreamers from faraway places. And, as dreamers must, eventually, they woke up.



The overarching theme of the San Francisco story is the search for the treasure at the end of the rainbow—wealth, opportunity, freedom, power, fame, creativity, even love. Gold seekers and jeans makers. Cross-country railroad workers and capitalist risk takers. Press and politicians. Wandering poets and stand-fast union organizers. War veterans and flower children. Sluggers and sopranos. Restaurateurs and raconteurs. Fishermen and fry cooks. High-riding techies and lying-low ladies. A rainbow of humanity—ribbons of separate colors bound together—yearned and reached for the objects of their desires.

As the gold and silver poured into San Francisco after 1848, the jeans turned from brown to blue; city streets sometimes ran red with blood, and black headlines often proclaimed political turpitude. Fire consumed her. But civic pride and progress proceeded unfazed. An oasis of green was created on shifting, tan sand. A golden bridge was suspended and a silver one blended. And when the Great War ended, pilgrims came seeking freedom and artistic expression. Another war began, and pilgrims came looking for—but not necessarily finding—peace and love. When that heartbreaking conflict finally ended, pilgrims returned looking for virtual treasure at the end of the rainbow—and finding it, until it faded. And they will continue to come to this colorful town, seeking treasure and sometimes finding it.

#### WALKING IN THEIR SHOES AND HEARING THEIR VOICES

Our history museum should encourage visitors along paths taking them on the journeys of the diverse seekers who came to San Francisco in pursuit of their particular dreams. Outside the museum, on our Barbary Coast Trail, the public can, literally, walk in the paths of San Francisco's history. They should do so inside the museum as well.



Our museum should allow visitors to see the words and hear the voices of both the celebrated and the unique yet-to-be-discovered San Franciscans telling their stories.

“We kept the marriage a secret for a whole month before some loudmouths we met accidentally in New York spotted us and the story got out. I heard it caused quite a commotion back home,” Alma de Bretteville Spreckels, founder of the Palace of the Legion of Honor, recalled to her nurse and companion in her later years. Indeed. San Francisco was shocked to its shoes when Adolph Spreckels, a pillar of San Francisco society a number of years her senior, married the beautiful, six-foot-tall artist’s model whose statue—as a representation of the Republic—even today graces Union Square.

To immediately engage our visitors, we might have at the beginning of the permanent exhibition, “THE END OF THE RAINBOW,” a “portrait studio” where they will receive a “cameo” of a San Franciscan like “Big Alma,” who has played a part in the historical drama. Bearing the cameo, with information about the character’s life printed on the reverse side, the visitor can seek that person out in the exhibition. Walking in the shoes of historical characters and hearing their voices will give visitors insights into their own experiences and lead them in new directions.

Physically, historical pathways could be organized in a number of ways: Singular historical milestones arranged chronologically in a linear fashion; eras bounded by seminal events; representative voices; ethnic and social groups moving on their separate paths; community forces that have impacted the City’s history—the press, financial institutions, labor unions, merchants, politicians, professionals, artists, entertainers, the food and wine industry, the technological visionaries.



Let us take, for example, the last notion of community forces—discrete ribbons of the rainbow bound together, creating the city. In this scheme, one ribbon might be the influence of the press—the history of newspapers in San Francisco.

On this story path, visitors follow the ribbon to find revealed what Edward Kemble, second editor of San Francisco's first newspaper, the *California Star*, called "the only faithful surviving tablets from which this history must be written."

#### A MULTITUDE OF VOICES

Mirroring a population that had come from the far corners of the Earth answering the siren call of instant riches, the number and variety of newspapers that came and went in San Francisco's first century is astonishing. Hubert Howe Bancroft, noted California historian, described the state of San Francisco journalism before the arrival of the *Californian* in 1846: "Not only had there never been a paper published in the country, but there had been no subscribers to any paper except a few in the last two or three years to the Honolulu *Polynesian*."

By 1854, there were a dozen dailies, twice as many weeklies and a number of special-interest and foreign-language publications. Edward Kemble estimated that in the first decade of San Francisco's history 132 periodicals of all sorts had been started.

There were papers for miners and minors, for high-minded ladies and low-minded gentlemen, for tatting and for temperance. The press presented many points of view and spoke in many languages: The German *California Demokrat* (1853), the Chinese *Golden Hills' News* (1854), *Voz de Mejico*, *L'Union Franco*, *Irish News*, the British *News Letter* and San Francisco's first African American paper, *The Mirror of the Times* (1855). The *Mirror* fought on its pages to end slavery.





On this ribbon of San Francisco's history, visitors experience the Dodge-City days of San Francisco journalism, when blood mixed with ink on City streets.

### MEET THE PRESS

Visitors meet on this path The Titans of Type: Charles and Michael de Young, the "de Young boys," Charles a mere week out of his teens and his 17-year-old brother Michael, who, promising to be "bold, independent, and fearless," founded, in 1865, the *Daily Dramatic Chronicle*, soon to become the *San Francisco Chronicle*, and William Randolph Hearst, who at 23, in 1887, took over the *San Francisco Examiner* from his father and changed the face of American journalism.

They meet *Chronicle*, *Examiner*, *News* and *Call* reporters who became giants of American literature: Mark Twain, Bret Harte, Jack London and John Steinbeck.

They meet fighting editor, Fremont Older, who railed ceaselessly against the "swell mob," corrupt businessmen and politicians, and forever championed the underdog. And his nemesis, Boss Abe Ruef, who ruled turn-of-the-century San Francisco.

They meet many less-well-known editors and reporters who have conjured up the City and the Bay Area for readers every day (save one) for 150 years. Investigative reporter Flora Haines Loughhead, "the first woman to engage in 'all-around newspaper work' in San Francisco." Her colleague, Annie Laurie, who disguised herself to uncover civic corruptions such as "rumors of queer doings at the City Receiving Hospital." And Frona Eunice Wait, who urged California wines as a daily beverage—a new industry.

They meet Philip Bell, "the Napoleon of the Afro-American press," who wrote for both black and white newspapers and, in 1865, founded the *Elevator*, whose banner was "Equality Before the Law."



And Ng Poon Chew, editor of *Chung Sai Yat Po*, “the first and largest Chinese daily outside the Republic of China.” And Ettore Patrizi, editor and publisher of *L'Italia*, and a supporter of women’s suffrage. And Kyutaro Abiko, publisher of the *Nichi Bei* (Japanese American) and organizer of the Central California Land Company, which spearheaded Japanese American land ownership. And Rabbi Julius Eckman, publisher of the *Weekly Gleaner*, where teen-agers Charles and Michael de Young worked as compositors.

They meet two of America’s finest photographers, Dorothea Lange, who recorded The Great Depression, and Joe Rosenthal whose photo of four marines and a navy corpsman raising the American flag at Iwo Jima may be the most recognized photograph in American history. Not to mention Charlie Shultz’s famous hound.

They meet reporters whose literary gifts uplifted San Franciscans and reporters whose satire entertained them: Ina Coolbrith, America’s first Poet Laureate, Adah Isaacs Menken, Henry George of the Single Tax Theory, muckraker Frank Norris, novelists Gertrude Atherton and Kathleen Norris, poet George Sterling, historians Joseph Henry Jackson and Kevin Starr, acidic humorist Ambrose Bierce, Stanton Delaplane, Art Hoppe, Charles McCabe and Pauline Phillips, better known as “Dear Abby.”

And, they meet Candy Caen, Hurry Caen, Raisen Caen—his bylines on the *X-Ray*, his Sacramento high school paper—Mr. San Francisco, Herb Caen.

#### THE HERB CAEN OFFICE

San Francisco’s greatest storyteller—in a three-dot sort of way—was Herb Caen, who faithfully performed that job for nearly 60 years.



Writing for both the *Chronicle* and the *Examiner*, he left an invaluable social history of San Francisco for the generations to come.

Our history museum should reserve a special place for storytelling and story sharing. Storytelling and role-playing are especially effective learning tools for young visitors. Levi Strauss can tell them just how he and Jacob Davis made those overalls and why they went from brown to blue.

Story sharing is critical to a modern museum as well. Our museum has a duty to collect and preserve family histories and to conduct an active oral history program. A computerized "Ancestor's Archive" can eventually be established so that the people of the community and the greater Bay Area can trace their family's history in the City.

This storytelling and story sharing space should be "THE HERB CAEN OFFICE," –a re-creation of his office across the street at the *Chronicle*, with a place of honor for his "loyal Royal." Through filmed and taped interviews with Herb, visitors can get a perspective of life in San Francisco from 1938-1997.

After a breakfast of Shredded Wheat, half a banana and the daily papers, Herb created his column for the next day. Arriving at his office at 10 a.m., he checked dozens of phone calls and hundreds of letters, deciding on the stories he would use. Then he typed the information on 3x5 scraps of paper that he put in the "item smasher," a small metal box. Around 11 a.m., he went through the items and picked the sequence in the column. Then he closed his door, and for the next two hours pecked out the column on his "loyal Royal."



Herb Caen used to say that "three-dot columns aren't written. They accumulate, like hash." Visitors could accumulate columns that the museum publishes periodically in its newsletter by contributing to an "item smasher" in Herb Caen's Office. The space could also be the focal point for an ongoing educational program and lecture series on the subject of "Journalism and the Public," in partnership with our across-the-street neighbor, the *Chronicle*. Both the public and the paper would benefit.

### SPECIAL EXHIBITIONS

In addition to our permanent exhibition and our Herb Caen Office, we should leave space for rotating exhibitions so that the museum will remain "fresh" for repeat visitors and members. The history of sports in San Francisco, the labor union struggle, family department stores, historic banking institutions are just a few ideas. We might have visiting exhibitions from other institutions such as the African American Historical Society, the Chinese Historical Society of America, the Lesbian Gay Bi-Sexual Transgender Historical Society, the Mexican Museum, the Italian American Museum and the Jewish Museum, to name a few.

### PART OF THE MAIN

Recognizing that the historical process is a dynamic one, visitors should be encouraged to follow appropriate paths out into the City and into the greater Bay Area. For example, our story of Alma de Bretteville Spreckels can lead visitors to the Fine Arts Museums. It is important in today's world of ever-more-sophisticated technology to see that a city is not an island but a part of the main. Our museum must also be part of the main and make every effort to attract the Bay-Area-wide membership and visitorship that will be a constant life source and the attention of worldwide visitors as well.





From the outset, considering the depth and breadth of the San Francisco story—particularly in its regional context—our museum should organize itself as a hub of history. Our space is limited, but we can play a critical role in disseminating local history. From our hub, we can send out spokes to the multiplicity of San Francisco and Bay Area history museums, libraries, historical societies and historical sites.

For example, as a library and research center is critical to any museum, and we do not have the expertise, the materials, nor the space to have such a facility within our walls, we can send our visitors to the San Francisco History Center at the San Francisco Public Library where experts reign.

A special computer area can allow visitors to virtually visit other institutions and locations. On a gigantic electronic and interactive map, museum goers could point to a spot on the map and see and hear its story and how to visit it. At the “African American Society of the Presidio,” for example, they would learn the too-little-known story of the Buffalo Soldiers. They would, undoubtedly, be so fascinated that they would want to visit the Presidio, the place where these African Americans served our country. Our virtual visitor center can immeasurably amplify our mission and serve our patrons.

### THE PERFECT HOME

A San Francisco History Museum finds its perfect home in the Old Mint. San Francisco’s oldest stone structure, an elegant Greek Revival expression of the supreme confidence of the American federal government in California and in San Francisco at the end of the tragic Civil War, this United States Mint, the second in San Francisco, was dedicated on November 5, 1874. In 1875, its first full year of operation, 1,250,600 gold pieces valued at \$24,674,000 were coined.



The City too had confidence in itself and pride in its noble new structure. The *San Francisco Call* on November 1, 1874 boasted of the Mint: "The fire department will have little trouble quenching any conflagration that may arise with its walls, and unless an earthquake gives it a subterranean quietus, it bids fair to stand up for centuries."

The Mint survived the earthquake and fire of April 18, 1906. But not without a monumental struggle. Much of San Francisco burned to the ground because the earthquake's violence cracked open the City's water pipes, leaving the firefighters helpless before the relentless flames. In a stroke of good fortune and even greater foresight, just three weeks before the disaster, the Mint had completed its own water supply system of wells in the inner court and hydrants and hoses on each floor.

Fifty brave, self-sacrificing Mint employees, whose own homes had been either destroyed or were threatened, along with a group of U.S. soldiers, struggled against the ferocious flames that melted the Mint's window glass and threw exploding embers onto the roof and into the court stacked with lumber. On that fateful day, around the clock, these determined souls handled one-inch hoses and toted endless buckets of water to threatened locations. San Francisco citizens saved the Mint and its precious contents.

#### A MUSEUM IN AN ARTIFACT

The Mint with 200 million dollars in its vaults stood amidst the rubble of a fallen city. Through the terrible ordeal, the Mint assumed both private and public banking functions and handled relief funds for the wounded community. Her house of gold came through the fire and enabled the rebirth of San Francisco.



Two of Earth's most spectacular elements, gold and fire, are the quintessential symbols of this glittering and fiery town. Gold: bright and beckoning; conducive to molding and shaping; capable of being drawn in threads and woven into precious fabric; free from the liability to rust. And, the fire that can melt gold—but not destroy it.

Our visitors will learn the seminal tale of the earthquake and fire through the history of the museum itself. This notion is in keeping with walking in the pathways of history and visiting both actual and virtual historical sites.

Visitors have been impressed by the Mint for more than a century. Benjamin Taylor, a visitor to San Francisco in 1878, described his experience:

“There was always something going up and coming down that cruel pile of stone steps. Every day, Express wagons and huge drays with elephantine horses came and went. They brought tons of silver bricks and loads of gold bullion. They drew away hundreds of thousands of dollars in coin. I saw the great horses gather themselves up for a scratch of a pull when they started the solid load on the level pavement. Every day, men and boys with shouldered canvas bags of coin went up and down.”

A few short months after the earthquake and fire, correspondent Sydney Tyler described the Mint this way:

“The branch of the United States Mint on Fifth street, and the new Post Office at Seventh and Mission streets are striking examples of the superiority of workmanship put into Federal buildings. The old Mint building, surrounded by a wide space of pavement, was absolutely unharmed. The Mint was able to resume business at once.”

It is our task to see that the Old Mint is once again open for visitor business.



## VISITOR BUSINESS

The San Francisco History Museum at the Old Mint will be an economic asset to the City of San Francisco with visitor services, retail opportunities and social amenities. Having organizations such as the San Francisco Convention and Visitors Bureau in the complex will amplify the visitor opportunities in the City and in the Bay Area.

We should seek to include in the complex a branch of one of our historic banks with costumed employees and historical content about San Francisco banking. Wells Fargo, the Bank of America, the Bank of California and California Savings are all very much a part of the San Francisco story.

No part of our museum serving the public should be left untouched by our history. Even the restrooms should have content about historical plumbing and related business establishments and about the history of the plumber's and related trade unions.

In the area we call "The Vault," where the Old Mint's vaults are located, our street-side gift shop and bookstore should have unique items that cannot be found elsewhere: Old Mint mints wrapped in gold. A version of Levi Strauss' first overalls for adults and children. Antique bottles that once were buried beneath San Francisco streets. Antique San Francisco and Bay Area postcard greeting cards.

The coin shop and Gold Rush exhibition of the United States Mint will be a great visitor lure, as gold has lured human beings since the beginning of time.

A top-drawer restaurant and a café serving Old Mint sundaes with mint ice cream at a classic soda fountain—perhaps a re-creation of the famous "Townsend's"—would bring people to the location during and after museum hours, as would a pub.





“Caen’s Corner” will bring a steady clientele from across the street, as well as the general public. With the San Francisco Centre opposite and Bloomingdale’s around the corner in the foreseeable future, Fifth and Mission will be a lively place.

Before or after an elegant evening in one of our rented ballrooms, the public will enjoy the world-class restaurant in the complex, which could, if the owners agree, find its theme in San Francisco’s history.

### VISITOR PLEASURE

It is critical that we think of ourselves as more than an educational institution. Our city history museum is, by definition, a people’s museum. It tells their story. The community should be a constant at the museum. Community events and activities are vital to any modern museum, which is today playing a larger role in the lives of the people than ever before. More people attend museums in America each year than all spectator sporting events combined. Several years ago, in 1998, the figure was 865 million people—nearly three times the number of visitors to our national parks.

At the dawn of the 21<sup>st</sup> century, as the future flashes ever faster before us, museums, as repositories of our shared cultural past, are increasingly becoming places of refuge, contemplation and civic pride, as well as centers of education, entertainment and community activities.

In our auditorium, people will gather for lectures, classes, movies, storytelling, theater and musical presentations. A theater group, such as ACT, might want to partner with us and use the theater for performances on a mutually convenient schedule. We will have holiday events. A puppet show at Christmastime with a new City story each year. A Hallowe’en Ball where guests come as their favorite San Francisco characters.



The gravitation toward the museum in a racing—and more than ever uncertain—world chasing its digital tail is to the solidity of an institution that showcases permanence—the enduring cultural touchstones collected by a society—and belonging—a shared history of art, artifacts and archival materials—and identity—an expression of who we are and how we want to be remembered.

### THE DRAMA QUEEN

How do we want to be remembered? What is to be our story?

I will let a far more eloquent person than I express it. Theophile De Rutte, Swiss Consul for California, was sitting contentedly on a hill high above San Francisco on Christmas Eve in 1849:

“At my feet stretched out this mushrooming city, grown out of the Mexican pueblo like a mighty oak out of an acorn, as if to demonstrate not so much the wondrous power of gold, but rather the unstoppable and prolific expansion of a free people.”

And just to demonstrate the dynamic nature of history and the uncontested position of San Francisco as the historical Drama Queen, De Rutte goes on:

“Night was falling and soon the city seemed to be draped in that luminous mist which envelopes all modern cities, forming a vague and mysterious backdrop pierced by the black masts of a thousand ships.

“I went home scarcely suspecting that in a few hours half of this city I had been admiring would be nothing more than a pile of ashes....”







**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**March 27, 2003**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, March 27, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:08 a.m., by Acting Chair Heyman.

Acting Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Charles Crocker  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

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Excused:

Charles Fracchia

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Consideration and Possible Action to Approve the Minutes of the February 26, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to approve the minutes of the February 26, 2003 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

**IV. Consideration and Possible Action to Ratify the Initial Report of Preliminary Findings of the San Francisco Museum and Historical Society Advisory Committee Dated March 18, 2003 Submitted to the Board of Supervisors**

A motion was made and seconded to ratify the appended Initial Report of Preliminary Findings of the San Francisco Museum and Historical Society Advisory Committee dated March 18, 2003, which was reviewed at the February 26, 2003 SFMHS Advisory Committee meeting. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to ratify the Initial Report of Preliminary Findings of the SFMHS Advisory Committee dated March 18, 2003, submitted to the Board of Supervisors.

**V. Reports of the Working Committees**

**A. Development and Funding Working Committee Meeting Held on March 12, 2003 – Diane B. Wilsey, Chair**

Diane B. Wilsey, Chair of the Development and Funding Working Committee, reported on the March 12, 2003 meeting, which was attended by Charles Fracchia, Richard Moran, Ira Michael Heyman, Harry Parker, and Chair Wilsey. General discussion centered on: a) the importance of defining the purpose and collection of the SFMHS, which will be critical to any fund-raising efforts; b) the types of fund-raising to be considered, such as a small, major, and/or endowment campaign; c) the significance of major, lead gifts; and d) numbers and types of prospective donors. The Working Committee concurred that the immediate fund-raising priority was the \$1 million required during the next year associated with the lease and conceptual planning for the development of the San Francisco Museum at the Old Mint. Major, local foundations should be approached to fund this initial phase; fund-raising events at the Old Mint should be organized. A major fund-raising campaign would need to be addressed in the future, which should include a "Save the Old Mint" effort.

Mr. Lazarus reported that the first payment of \$50,000 to the City will most likely be made in June 2003 at the time the exclusive negotiating agreement with the City for the sixty-two year lease of the Old Mint is signed. The City is presently drafting the exclusive negotiating agreement between the SFMHS and the City for the long-term lease and development of the Old Mint, and the grant deed transferring the Old Mint from the Federal government to the City of San Francisco. The exclusive negotiating agreement covers a twelve month period and includes benchmarks and milestone requirements for each party, and an attached schedule identifying incremental costs totaling approximately \$1 million. It is anticipated that the Board of Supervisors will approve the exclusive negotiating agreement in April 2003. A celebratory event is being planned at the Old Mint followed by a press conference the next morning at which time the exclusive negotiating agreement would be signed by the Mayor and Richard Moran, President of the SFMHS Board of Directors. Within three days of signing the agreement, \$50,000 will need to be paid to the City. In June 2003, it is expected that the Old Mint would officially transfer to the City. Mr. Lazarus



advised of a federal grant to cover Old Mint maintenance and insurance costs during the interim period prior to the official transfer of the property to the City.

Acting Chair Heyman suggested that a schedule of funding requirements and a corresponding fund-raising strategy for the next year would be helpful to Advisory Committee deliberations. Mr. Lazarus reported that he and Robert Mendelsohn meet with a SFMHS Board Development Committee chaired by Charles Fracchia on a regular basis to consider fund-raising opportunities, which include a National Trust for Historic Preservation loan program; a San Francisco Foundation program to collateralize any such loan; a National Park Service matching program, "Saving America's Treasures", and the identification of approximately twenty foundations to approach for funding. Mr. Lazarus will present a more detailed report to the Advisory Committee, most particularly the Development and Funding Working Committee, at a future meeting.

B. Collections Working Committee Meeting Held on March 14, 2003 - Susan Goldstein, Chair

Susan Goldstein, Chair of the Collections Working Committee, reported on the Collections Working Committee site tour of March 14, 2003, noting that in addition to herself, Ira Michael Heyman, Ink Mendelsohn, Melissa Szeto, Harry Parker, Bob Futernick, and Sue Grinols were in attendance. Chair Goldstein reviewed the appended report as follows:

- The Collections Working Committee first visited Treasure Island, Building 440, where the bulk of the SFMHS collections are stored. Gladys Hansen and her son, Richard, volunteer caretakers of the collection, provided a tour of the facility and the collections. The SFMHS collection is the result of thirteen years of collecting, commencing in 1990, when Gladys Hansen founded the Museum of the City of San Francisco. The SFMHS collection did not appear to contain any significant, core collections of objects or art; rather, it is an eclectic mix comprised of relatively small individual donations. The San Francisco Historical Society portion of the SFMHS collection consists of San Francisco books, newspapers, and ephemera, such as postcards, menus, brochures and souvenirs.
- The 40,000 square foot FAMSF storage facility in the industrial area of San Francisco houses exhibition equipment, museum publications, items to be deaccessioned, and the Museums' San Francisco history collection. The history collection is not large or cohesive; it is comprised of the same types of materials in the SFMHS collection. The objects appear to be unrelated, individual donations, and include works of art, as well as items such as a miner's scale, decorative tiles, guns, ribbons, medals, letters, diplomas, and photographs.

- The 30,000 square foot Interim de Young facility located in South San Francisco is leased from the San Francisco Airport through 2005. It is a state-of-the art building resulting from a \$4 million upgrade to provide appropriate environmental controls and storage for the de Young Museum's permanent collection. The facility includes conservation labs for painting, textiles, and artifacts along with a photo lab, where objects in the collection are scanned and barcoded in a digital registration process. Although not considered part of the Museums' San Francisco history collection, the Interim de Young contains a number of more significant and valuable paintings and sculpture that relate to San Francisco.

The following long-term considerations were reviewed by Chair Goldstein:

- Are the existing modest collections, both the SFMHS and FAMSF San Francisco history collections, significant enough to attract funding and justify building a San Francisco History Museum?
- Without a strong, sizable core collection, how should the San Francisco Museum consider its mission – as a collecting institution or primarily an interpretive history museum supporting exhibition and education focused activities?
- What are the potential sources of additions to the collection, beyond small donations from individuals?
- Would the San Francisco Museum be able to handle the full range of responsibilities, including preservation, access, and display?
- How does the San Francisco Museum see its role in relation to other established local history and art institutions (San Francisco Public Library / San Francisco History Center; Stanford University; San Francisco Performing Arts Library and Museum (SFPALM); the Gay/Lesbian/Bisexual/Transgender Historical Society; and the Oakland Museum's collection on California, which includes Bay Area art, history and natural science)? What is its specific mission and niche? Will it differ in terms of scope, format of materials collected, and programming?

Several recommendations were presented by Chair Goldstein as a result of the initial assessment of the SFMHS and FAMSF San Francisco history holdings:

- Retain the FAMSF San Francisco history collection in its current storage facility and not transfer it to the SFMHS until a more secure space is identified.
- Initiate a survey of local historical societies and repositories to determine the scope of their collections, their financial resources, and their willingness to

collaborate. Of special interest would be small, volunteer-run organizations that have artifacts, such as the Fire Department Museum.

- Conduct a more comprehensive needs assessment of the role the Museum could play in the local community identifying history needs not currently met.
- Conduct a feasibility study. In view of the needs identified above, what strategies should be pursued to create a San Francisco History Museum? Given available resources, what can realistically be accomplished by the Museum?
- Explore the possibility of retaining the FAMSF Interim de Young following the opening of the New de Young Museum in Golden Gate Park. This space might be used by a consortium of local repositories for storage and exhibition staging.

Chair Goldstein was thanked for her excellent report. The Advisory Committee felt the report accurately assessed the status of the SFMHS and FAMSF San Francisco history collections. Mr. Moran noted that the SFMHS collection has been based on what donors have contributed and not on collection guidelines. He requested the Advisory Committee's assistance in identifying specific recommendations to take to the SFMHS Board of Directors. Mr. Parker emphasized that the initial assessment does not support spending millions of dollars to restore the Old Mint in order to house and protect these San Francisco history collections. The Advisory Committee agreed that there are insufficient and inadequate objects to rationalize an effort of this scale.

In addition, Mr. Parker recommended that the SFMHS Board of Directors consider an immediate effort to safeguard the SFMHS San Francisco history material stored at Treasure Island. At a minimum, objects should be moved off the floor onto shelves. It was suggested that the Advisory Committee might participate in a weekend, voluntary effort of this nature.

- C. Governance Working Committee Meeting Scheduled for March 27, 2003  
Immediately Following the SFMHS Advisory Committee Meeting  
– Ira Michael Heyman, Chair

Ira Michael Heyman, Chair of the Governance Working Committee, announced that this working committee would convene immediately following the Advisory Committee meeting. In addition to Chair Heyman, Charles Crocker, Susan Stryker, Diane B. Wilsey, James Lazarus, and Harry Parker plan to attend this meeting.

**VI. Report on the Proposed Vision Statement for a San Francisco History Museum, *The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint* - Ink Mendelsohn**

Acting Chair Heyman requested Ink Mendelsohn to review her appended document, "Proposed Vision Statement for a San Francisco History Museum, The End

of the Rainbow / Visions of the San Francisco History Museum at the Old Mint". She began by pointing out that the story of San Francisco is compelling and needs to be told. The Vision Statement focuses on the diversity of the people, who came to San Francisco to live. Ms. Mendelsohn described how the story of San Francisco might be told utilizing latest technology and graphics to illustrate pathways of diversity and accessing individual stories, newspaper articles, and historical milestones. Ideally, it should be an interactive experience for the visitor.

A number of comments were made as follows:

- Once the story is "built", the objects will follow to illustrate the story (Ink Mendelsohn).
- Through collaborative relationships with other local, historical organizations and repositories, significant and varied artifacts can be made available for display purposes (Susan Stryker).
- A history museum does not need its own collection of artifacts to be successful (Susan Goldstein).
- An interpretive approach might be appropriate for a San Francisco history museum, whereby the story of San Francisco is told and minimal artifacts are displayed (James Lazarus).
- The lack of a serious San Francisco history collection focuses consideration on an entertaining, narrative approach, which should be of interest to both tourists and Bay Area residents (Charles Crocker).
- An experiential re-creation of the 1906 earthquake could be an important component of a San Francisco history museum; examples of the experiential model are the re-creation of a Japanese internment camp as part of the Japanese American National Museum in Los Angeles, and New York City's Lower East Side Tenement Museum (Melissa Szeto).
- It is critically important to make history relevant to today (Melissa Szeto).

It was the sense of the meeting that a narrative, interpretive, experiential history museum model should be explored for the San Francisco History Museum. Acting Chair Heyman noted that the absence of a strong, core San Francisco history collection makes it even more imperative to develop a cohesive statement of what the San Francisco history museum will be and what it seeks to accomplish. This statement must be articulated before donors are approached; it is not feasible to raise funds until the vision of a San Francisco History Museum is clearly understood, including a sense of how the story of San Francisco will unfold in the Old Mint building. Mr. Moran expressed encouragement over the progress made by the Advisory Committee thus far,

which will be shared with the SFMHS Board of Directors. Mr. Lazarus noted that the work of the SFMHS Board should be expedited.

Mr. Parker pointed out that the Old Mint, in and of itself, supports the thematic statement of a San Francisco History Museum. It is a symbol of earthquake survival and opportunity ("gold at the end of the rainbow"). Mrs. Wilsey stressed the opportunity represented by the Old Mint building, and the importance of considering a "Save the Old Mint" fund-raising effort in the future.

Mr. Parker suggested that Kevin Starr, San Francisco historian, might be asked to assist in articulating the San Francisco story in a compelling and unique way. Ms. Mendelsohn offered to discuss this matter with Mr. Starr for report at the next meeting.

**VII. Status Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus announced that two tours of the Old Mint are scheduled for this afternoon at 3 p.m., and tomorrow at 2:30 p.m. He encouraged those present to join one of the tours if they have not already walked through the Old Mint.

**VIII. Status Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society**

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. Approximately 948 objects have been barcoded, Measured, photographed, labeled and tagged, and data records have been generated for each object. The 948 catalogued objects fall into the following categories: 1) 50 paintings (portraits and mission landscapes); 2) 682 documents (crayon enlargements of people significant to San Francisco history, maps, photos, lithographs, certificates, and theater programs); and 3) 216 objects (tools, miner or Gold Rush paraphernalia, ribbons, guns, signs and furniture).

**A. Status Report on the Establishment of Internships for Museum Studies Program Students from San Francisco State University and John F. Kennedy University to Assist with the Above Project – Charles Fracchia**

In the absence of Mr. Fracchia, Ms. Grinols advised that she expects to hear from Mr. Fracchia when the internship arrangements with San Francisco State University have been finalized.

**IX. Other Business**

**1. Two New Members to be Appointed to the SFMHS Advisory Committee**

Mr. Lazarus advised that the following two appointments to the Advisory Committee are in the process of being finalized: 1) Dr. Raye Richardson, a member of the Mayor's Advisory Committee on the African American Museum and writer/lecturer on black history with an emphasis on the Bay Area, has been recommended by the SFMHS Board of Directors to the Mayor; and 2) Charles Striplen, University of California Environmental Science Policy and Management Program (field of archeology), who is active as a person of native American and Hispanic backgrounds, has been recommended to the Board of Supervisors by the SFMHS Board of Directors. These appointments should become effective within the next month.

**X. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**XI. Adjournment – Ira Michael Heyman, Acting Chair**

Acting Chair Heyman requested the Advisory Committee members to calendar Tuesday, April 29, 2003, 9 a.m., for a possible meeting of the Advisory Committee. If not needed, the next regularly scheduled meeting is set for Thursday, May 29, 2003, at 9 a.m. Both meetings will be held in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco.

There being no further business, the meeting was adjourned at 10:40 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.



**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**Initial Report of Preliminary Findings**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
March 18, 2003**

**I. Background**

The San Francisco Museum and Historical Society Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The initial membership of the Advisory Committee was certified by the Clerk of the Board of Supervisors on December 17, 2002 to serve one-year terms commencing that date, as follows:

Charles Crocker<sup>1</sup>  
Charles Fracchia<sup>2</sup>  
Susan Goldstein, Acting Vice Chair<sup>3</sup>  
Ira Michael Heyman, Acting Chair<sup>4</sup>  
Ink Mendelsohn<sup>5</sup>  
Richard Moran<sup>6</sup>  
Susan Stryker<sup>7</sup>  
Melissa Szeto<sup>8</sup>  
Diane B. Wilsey<sup>9</sup>

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<sup>1</sup> Appointed by the Fine Arts Museums of San Francisco

<sup>2</sup> Historian appointed by Mayor Willie L. Brown, Jr.

<sup>3</sup> City archivist appointed by the San Francisco Public Library

<sup>4</sup> Former Secretary of the Smithsonian Institution and Chancellor of the University of California, Berkeley, appointed by Mayor Willie L. Brown, Jr.

<sup>5</sup> Appointed by the San Francisco Museum and Historical Society

<sup>6</sup> Appointed by the San Francisco Museum and Historical Society

<sup>7</sup> Executive Director of the Gay, Lesbian, Bisexual, Transgender Historical Society appointed by the Board of Supervisors

<sup>8</sup> Executive Director of the Chinese Historical Society of America appointed by the Board of Supervisors

<sup>9</sup> Appointed by the Fine Arts Museums of San Francisco

San Francisco Museum and Advisory Committee  
Initial Report to the Board of Supervisors  
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The Advisory Committee is staffed by the Fine Arts Museums. The following serve as staff to the Advisory Committee:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

The purposes and responsibilities of the Advisory Committee are:

- The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Sources of potential financial support for the Society;
- The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- The potential merger of the City's historical collections with the Society's Collection; and
- Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## II. Past Advisory Committee Deliberations

At its initial meeting held on November 14, 2002, the Advisory Committee accomplished the following:

- Reviewed the legislation creating the San Francisco Museum and Historical Society Advisory Committee;
- Received an overview of public meeting laws;
- Requested the City Attorney's Office to draft Advisory Committee Bylaws;



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- Discussed the purposes and responsibilities of the Advisory Committee at length;
- Heard a presentation on the joint project between the Fine Arts Museums of San Francisco and the San Francisco Museum and Historical Society, to be funded by the City and County of San Francisco, to catalogue and inventory San Francisco history objects; and
- Received a presentation on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint

At its second and third meetings held on January 29, 2003 and February 26, 2003, the Advisory Committee:

- Elected officers, Ira Michael Heyman as Acting Chair and Susan Goldstein as Acting Vice Chair;
- Established three working committees: Development and Funding, Collections, and Governance;
- Adopted Bylaws of the San Francisco Museum and Historical Society Advisory Committee;
- Received progress reports on the status of the SFMHS's Re-Use Proposal for the San Francisco Old Mint, which was recommended by the Old Mint Task Force at its January 29, 2003 meeting to the Mayor and Board of Supervisors as the development entity to enter into an exclusive negotiating agreement;
- Received progress reports on the joint project between the FAMSF and SFMHS to catalogue and inventory San Francisco history objects; to date approximately 865 FAMSF San Francisco history objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object;
- Contacted the Museum Studies Programs at San Francisco State University and John F. Kennedy University to determine the feasibility of establishing internships to assist with the catalogue and inventory project;
- Pursued funding opportunities with the San Francisco Foundation;
- Discussed the governance and operations of the SFMHS including its programs and exhibitions;
- Reviewed the Museum Assessment Program of the American Association of Museums as a possible self-study tool to assess the SFMHS from institutional, collections management, public dimension, and governance points-of-view;
- Reviewed and approved this initial report to the Board of Supervisors;

San Francisco Museum and Advisory Committee  
Initial Report to the Board of Supervisors  
March 18, 2003

- Established the 2003 meeting schedule as follows:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Wednesday, January 29, 2003	noon	233 Post St., San Francisco
Wednesday, February 26, 2003	noon	233 Post St., San Francisco
Thursday, March 27, 2003	9 a.m.	233 Post St., San Francisco
Thursday, May 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, July 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, September 23, 2003	9 a.m.	233 Post St., San Francisco
Thursday, November 20, 2003	9 a.m.	233 Post St., San Francisco

### III. Future Advisory Committee Considerations

- Review and act upon the findings of the working committees (Development and Funding, Collections, and Governance);
- Keep informed of developments pertaining to the SFMHS Re-use proposal for the San Francisco Mint;
- Analyze various structural models to determine the type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Assist the SFMHS in its efforts to participate in the Museum Assessment Program of the American Association of Museums as a self-study tool to assess the SFMHS from institutional, collections management, public dimension, and governance points-of-view;
- Pursue internship and funding opportunities in support of the FAMSF/SFMHS catalogue and inventory project;
- Continue to work to fulfill the remaining charges to the Advisory Committee as stated in the SFMHS Advisory Committee Ordinance.

Respectfully submitted,



Ira Michael Heyman  
Acting Chair

San Francisco Museum and Historical Society Advisory Committee:  
Report of the Collections Working Committee site tour of March 14, 2003

In attendance: Harry Parker, Bob Futernick, Sue Grinols, Ink Mendelsohn, Melissa Szeto, Susan Goldstein, and Mike Heyman (Treasure Island site only)

**Treasure Island:** We first visited Building 440 on Treasure Island where the bulk of the SFMHS collections are stored. We were greeted by Gladys Hansen and her son, Richard, who gave us a tour of the facility and the collections. Gladys and Richard serve as the volunteer caretakers for this collection; they are not able to attract other volunteers to this isolated site to help with their work.

The building is surrounded by a chain link fence and is falling into a state of disrepair. Lights are going out throughout the building and not easily replaced. The Hansens have been told that the sprinklers will work (in case of fire), but they have not been tested in recent memory and need to be recertified. The building has no temperature or humidity controls. No temperature or humidity testing has been conducted so no one knows the range of environmental conditions and fluctuations. The HVAC dehumidifiers are breaking down; Richard empties water constantly out of the two that may be working. The building has no heat, and it is very cold to work there during the winter. Also, in the past year this building experienced a large leak out of one wall that flooded much of the floor. Materials in the leaky room are now stored on pallets. Neither the Navy nor the City of SF is willing to undertake maintenance on the building at this point in time. It is not clear how long the SFMHS will be able to remain at this site as no lease or contract has been signed.

The SFHMS collection is the result of 13 years of collecting, commencing in 1990 when Gladys Hansen founded the Museum of the City of San Francisco. The collections at this site belong to the SFMHS. Gladys also has her own personal collection of earthquake items, currently housed at the Eleventh and Harrison St. offices.

The bulk of the Treasure Island collection is stored in approximately 230 cartons, along with several map cases, and approx. 5 shelves of oversized paper and objects. There are also some large stand-alone artifacts, such as the Midwinter Fair kiosk and signage. Most of the map case drawers contain newspaper clippings; several contain pages from disbound Sanborn Fire Insurance maps (full sets of these maps are available at the San Francisco Public Library, UC Berkeley map library, and online). The storage cartons are labeled with a number and one-word description. Many of the boxes contain dolls or costumes. Several boxes labeled "San Francisco Fire Dept." contain a uniform or a piece of fire equipment. A number of boxes are labeled "Film;" Richard explained that these contain videos and slides. At a quick glance, some of the collection seemed to be beyond the geographic scope of San Francisco. This collection did not appear to contain any significant, core collections of objects or art; rather it is an eclectic mix comprised of relatively small individual donations.

The collections of the San Francisco Historical Society are stored in a separate room at the Treasure Island site. This room contains approximately 60 cartons and a few shelves of oversize, flat pieces (chiefly works on paper). The "Donations to San Francisco Museum and Historical Society" list, made available to our committee, shows that donations to the Society commenced in 1995. In brief, the SFHS collection consists of San Francisco books, newspapers, and ephemera, such as postcards, menus, brochures, and souvenirs. This is another eclectic collection, comprised of individual donations, that does not have great monetary or research value. Many of these items are duplicated at other local collecting institutions.

Finally, in the center of the main room and continuing into side rooms, fenced off from the SFMHS collections, is a large collection of Treasure Island material. The ownership of this collection is in dispute between the Navy and the Treasure Island Historical Society. Five years ago this collection was transferred to the Airport, but they have since returned most of it to Treasure Island storage. At this point, the Navy and the Treasure Island Historical Society are working with the City Redevelopment Agency to fund a permanent Treasure Island Museum in Building 1, where these items used to be on display.

**Egbert Street:** Our second visit was to this storage site for FAMSF. Leased for 25 years, this 40,000 square foot warehouse houses exhibition equipment, museum publications, items to be deaccessioned, and other odds and ends. It also contains the San Francisco History collection that Sue Grinols has been scanning and barcoding. This collection is under consideration for transfer to the SFMHS as it does not fit within the de Young's primary collecting focus.

This building does not have temperature and humidity control, but it is a secure building with no physical plant problems. Most of the SF History objects are laid out on oversize shelving in two locations within the building, filling approx. 6 long (9 foot?) shelves. These artifacts appear to be unrelated, individual donations and include items such as a miner's scale, decorative tiles, guns, ribbons and medals, etc. Two small boxes contain small paper documents, such as letters, diplomas, and photographs. One location in the warehouse also contains artwork and framed works on paper that are wrapped for conservation purposes and stored upright in bins.

**Spruce Avenue:** This 30,000 square foot facility is leased from the Airport through 2005 when the de Young Museum will relocate these operations to the new building in Golden Gate Park. This state-of-the-art building underwent a \$4 million upgrade to provide appropriate environmental controls and storage for the Museum's collection, conservation labs, and staff. A concrete vault provides extra protection for collections. We particularly enjoyed visiting the conservation labs for painting, textiles, and artifacts, along with the photo lab where each collection piece is scanned and barcoded in a digital registration process.

Although not considered part of the SF History collection at Egbert St, the Spruce Street location contains a number of more significant and valuable paintings and sculptures that relate to San Francisco. These are either created by local artists, depict San Francisco or Bay Area subjects, or are associated with prominent San Franciscans (through provenance). Because of their monetary value, these items could not be donated outright to an outside institution. If deaccessioned, they would be sold to raise money for other Museum purchases.

### **Long-term Considerations and Conclusions**

The site visits raised a host of questions. Are the existing modest collections—both the Treasure Island collections and the FAMSF San Francisco History collection-- significant enough to attract money and justify building a SF History Museum? Without a strong, sizable core collection, how should the Museum think about its mission--as a collecting institution or primarily an interpretive history museum supporting exhibition- and education-focused activities?

In this preliminary assessment, the current collection does not have the scope or depth to be a major research or art collection. The existing collection seems inadequate to tell the story of San Francisco. What are possible sources of additions to the collection, beyond small donations from individuals? And would the museum be able to handle the full range of responsibilities, including preservation, access, and display, required of it?

In addition, how does the Museum see its role in relation to other established local history and art institutions? What is its specific mission and niche? Will it differ in terms of scope? Format of materials collected? Programming?

The SFMHS could sharpen its mission by taking a look at the context in which it exists. Looking around the country, the New York Historical Society was founded in 1804; the Chicago Historical Society was founded in 1856. And, indeed, a number of long-lived, significant collecting institutions already exist in the Bay Area. The Bancroft Library at UC Berkeley started collecting in 1905. Although their focus is broader than San Francisco, they have the largest repository of San Francisco publications, maps, photographs and archives and manuscript collections in the area. California Historical Society (CHS) began collecting Californiana in the 1920's. In addition to photographs and manuscripts, their Fine Arts collections contain over 5,000 paintings, portraits, and other works on paper, as well as decorative arts, including costumes.

The San Francisco Public Library began collecting San Francisco and California books and periodicals in 1906; its San Francisco History Center was founded in 1964 and currently contains a significant collection of books, periodicals, ephemera, blueprints and photographs, as well as many archival collections documenting life in San Francisco. The library holds approx. 400 framed works of art on paper and approx. 120 cartons of objects, some related to collections. In addition, City donations to the library are mandated under Sec 8.7 of the San Francisco Administrative code which states that "Before any book, document, photograph, map, architectural drawing, record, bond

certificate, or other material of historical significance is destroyed... It shall be offered to the San Francisco History Room of the San Francisco Public Library.”

Stanford University also contains significant Bay Area collections, as does the San Francisco Performing Arts Library and Museum (SFPALM), the Gay/Lesbian/Bisexual/Transgender Historical Society, and other specialized local repositories. The Oakland Museum, which opened in 1969, contains numerous collections focusing on California—including Bay Area—art, history, and natural science.

In brief, many important collections and world class research services exist in other local institutions that have been collecting for much longer. How could the San Francisco Museum and Historical Society fit into this mix? What needs are unmet that could be filled by the Mint Building and SFMHS programming? What would be the museum’s strengths? Where would it be redundant?

The most significant collections seen during the site visit were the artworks owned by the Fine Arts Museum at the Spruce Street facility. Should the FAMSF continue the management and care of these works of art? Should they rethink what they call their “San Francisco History” collection?

From this initial assessment, what may be feasible is a small permanent collection alongside rotating exhibits drawn from other local institutions. Outreach and education services to the tourist community, the schools, and San Franciscans would also seem to be a key component. In addition, few organizations locally are collecting objects, especially large objects such as signage, Doggie Diner Heads (!), or transportation equipment. Could the Museum focus on collecting, maintaining, and exhibiting these kinds of large scale items? What would be the resources required to accomplish this task?

#### Additional Recommendations:

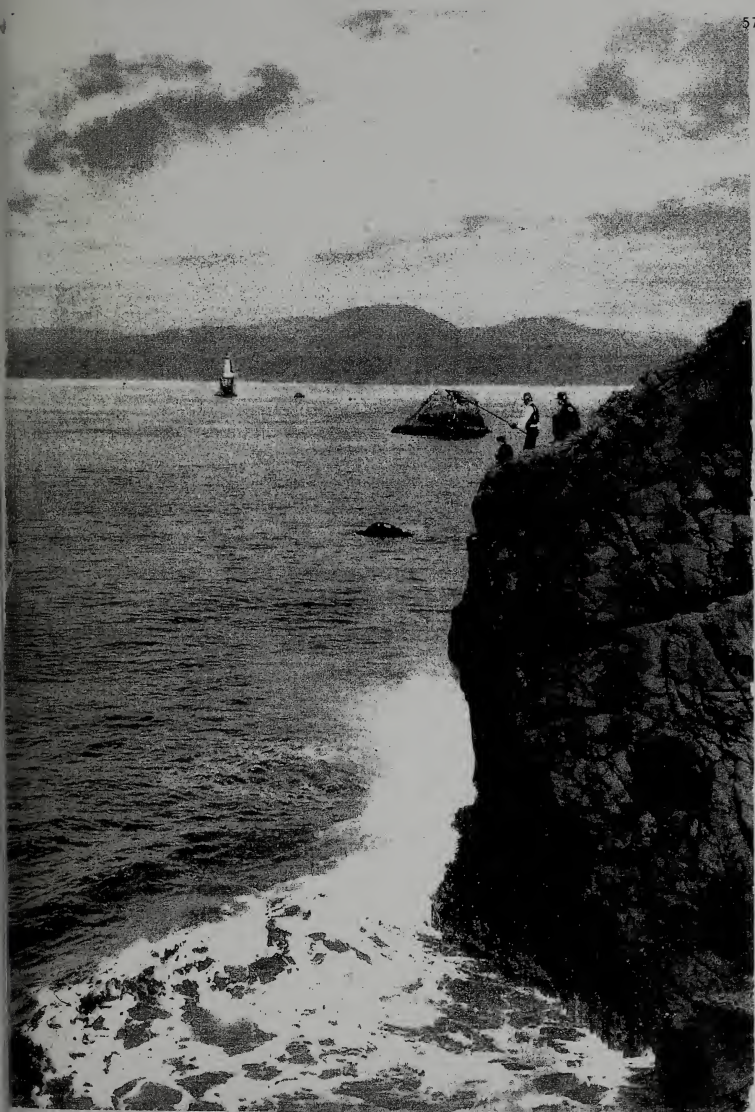
- The FAMSA “SF History” collection should remain in its current storage facility and not be transferred to the SFMHS until a more secure space is found for it.
- Initiate a survey of local historical societies and repositories to determine the scope of their collections, their financial resources, and their willingness to collaborate. Of special interest would be small, volunteer-run organizations that have artifacts, such as the Fire Department Museum.
- Tied to the point above, conduct a more comprehensive needs assessment of what role the Museum could play in the local community and what history needs are not currently being met. Again, examine ways to collaborate, with an eye to the not insignificant costs and commitment required by collections, reference services, and exhibitions. (materials, storage, labor, security, etc.) For example, if California Historical Society is already collecting clothing—a costly endeavor in preservation terms—does the SF Museum want to undertake the exact same task.



- Conduct a feasibility study. Given the needs identified above, what strategies to pursue to create the Museum. And given the possible available resources, what can realistically be accomplished by the Museum.
- Explore the possibility of retaining the Spruce Street facility after the de Young vacates. This could be used by a consortium of local repositories for storage and exhibition staging.









THE END OF THE RAINBOW

VISIONS OF THE SAN FRANCISCO HISTORY MUSEUM AT THE OLD MINT

BY INK MENDELSON



## THE STORY: THE END OF THE RAINBOW

Like life itself, the generations that come, go and grow anew; the Earth that is constantly building up, breaking down and rebuilding; the rainbow that suddenly appears, fades and reappears, human history is a dynamic process of construction, destruction and reinvention. Nowhere is this historical inevitability seen more clearly than in the drama of America's great cities. And among them, San Francisco is the uncontested Drama Queen.

No historical tale can beat the allure of a little village by the sea that came through gold fever, lawlessness, racial discrimination, civic corruption, labor unrest, social protest, earthquake and fire—a bit of biblical brimstone, some said—and a tangle of cultures to become a city of heart, sophistication, tolerance and beauty admired the world over and a model for the 21<sup>st</sup> century of a community enhanced by its diversity.

In creating a home for San Francisco's unique story, we must first ask ourselves, "How do we tell that story? What is the heart of the matter? The people? The place? The purpose? The point in time"?

For thousands of years, there was a beautiful place at the edge of the Pacific Ocean inhabited by a peaceful people content with the land and the sea as they found them. In 1776, the year America was created as an independent nation, newcomers came to the place that would be called Yerba Buena. But the sleepy village remained little changed for three-quarters of a century. Then, overnight, the place now called San Francisco was transformed by the Midas touch. A city was created in an historical instant by dreamers from faraway places. And, as dreamers must, eventually, they woke up.

The overarching theme of the San Francisco story is the search for the treasure at the end of the rainbow—wealth, opportunity, freedom, power, fame, creativity, even love. Gold seekers and jeans makers. Cross-country railroad workers and capitalist risk takers. Press and politicians. Wandering poets and stand-fast union organizers. War veterans and flower children. Sluggers and sopranos. Restaurateurs and raconteurs. Fishermen and fry cooks. High-riding techies and lying-low ladies. A rainbow of humanity—ribbons of separate colors bound together—yearned and reached for the objects of their desires.

As the gold and silver poured into San Francisco after 1848, the jeans turned from brown to blue; city streets sometimes ran red with blood, and black headlines often proclaimed political turpitude. Fire consumed her. But civic pride and progress proceeded unfazed. An oasis of green was created on shifting, tan sand. A golden bridge was suspended and a silver one blended. And when the Great War ended, pilgrims came seeking freedom and artistic expression. Another war began, and pilgrims came looking for—but not necessarily finding—peace and love. When that heartbreaking conflict finally ended, pilgrims returned looking for virtual treasure at the end of the rainbow—and finding it, until it faded. And they will continue to come to this colorful town, seeking treasure and sometimes finding it.

#### WALKING IN THEIR SHOES AND HEARING THEIR VOICES

Our history museum should encourage visitors along paths taking them on the journeys of the diverse seekers who came to San Francisco in pursuit of their particular dreams. Outside the museum, on our Barbary Coast Trail, the public can, literally, walk in the paths of San Francisco's history. They should do so inside the museum as well.

Our museum should allow visitors to see the words and hear the voices of both the celebrated and the unique yet-to-be-discovered San Franciscans telling their stories.

“We kept the marriage a secret for a whole month before some loudmouths we met accidentally in New York spotted us and the story got out. I heard it caused quite a commotion back home,” Alma de Bretteville Spreckels, founder of the Palace of the Legion of Honor, recalled to her nurse and companion in her later years. Indeed. San Francisco was shocked to its shoes when Adolph Spreckels, a pillar of San Francisco society a number of years her senior, married the beautiful, six-foot-tall artist’s model whose statue—as a representation of the Republic—even today graces Union Square.

To immediately engage our visitors, we might have at the beginning of the permanent exhibition, “THE END OF THE RAINBOW,” a “portrait studio” where they will receive a “cameo” of a San Franciscan like “Big Alma,” who has played a part in the historical drama. Bearing the cameo, with information about the character’s life printed on the reverse side, the visitor can seek that person out in the exhibition. Walking in the shoes of historical characters and hearing their voices will give visitors insights into their own experiences and lead them in new directions.

Physically, historical pathways could be organized in a number of ways: Singular historical milestones arranged chronologically in a linear fashion; eras bounded by seminal events; representative voices; ethnic and social groups moving on their separate paths; community forces that have impacted the City’s history—the press, financial institutions, labor unions, merchants, politicians, professionals, artists, entertainers, the food and wine industry, the technological visionaries.



Let us take, for example, the last notion of community forces—discrete ribbons of the rainbow bound together, creating the city. In this scheme, one ribbon might be the influence of the press—the history of newspapers in San Francisco.

On this story path, visitors follow the ribbon to find revealed what Edward Kemble, second editor of San Francisco's first newspaper, the *California Star*, called "the only faithful surviving tablets from which this history must be written."

### A MULTITUDE OF VOICES

Mirroring a population that had come from the far corners of the Earth answering the siren call of instant riches, the number and variety of newspapers that came and went in San Francisco's first century is astonishing. Hubert Howe Bancroft, noted California historian, described the state of San Francisco journalism before the arrival of the *Californian* in 1846: "Not only had there never been a paper published in the country, but there had been no subscribers to any paper except a few in the last two or three years to the Honolulu *Polynesian*."

By 1854, there were a dozen dailies, twice as many weeklies and a number of special-interest and foreign-language publications. Edward Kemble estimated that in the first decade of San Francisco's history 132 periodicals of all sorts had been started.

There were papers for miners and minors, for high-minded ladies and low-minded gentlemen, for tatting and for temperance. The press presented many points of view and spoke in many languages: The German *California Demokrat* (1853), the Chinese *Golden Hills' News* (1854), *Voz de Mejico*, *L'Union Franco*, *Irish News*, the British *News Letter* and San Francisco's first African American paper, *The Mirror of the Times* (1855). The *Mirror* fought on its pages to end slavery.



On this ribbon of San Francisco's history, visitors experience the Dodge-City days of San Francisco journalism, when blood mixed with ink on City streets.

### MEET THE PRESS

Visitors meet on this path The Titans of Type: Charles and Michael de Young, the "de Young boys," Charles a mere week out of his teens and his 17-year-old brother Michael, who, promising to be "bold, independent, and fearless," founded, in 1865, the *Daily Dramatic Chronicle*, soon to become the *San Francisco Chronicle*, and William Randolph Hearst, who at 23, in 1887, took over the *San Francisco Examiner* from his father and changed the face of American journalism.

They meet *Chronicle*, *Examiner*, *News* and *Call* reporters who became giants of American literature: Mark Twain, Bret Harte, Jack London and John Steinbeck.

They meet fighting editor, Fremont Older, who railed ceaselessly against the "swell mob," corrupt businessmen and politicians, and forever championed the underdog. And his nemesis, Boss Abe Ruef, who ruled turn-of-the-century San Francisco.

They meet many less-well-known editors and reporters who have conjured up the City and the Bay Area for readers every day (save one) for 150 years. Investigative reporter Flora Haines Loughhead, "the first woman to engage in 'all-around newspaper work' in San Francisco." Her colleague, Annie Laurie, who disguised herself to uncover civic corruptions such as "rumors of queer doings at the City Receiving Hospital." And Frona Eunice Wait, who urged California wines as a daily beverage—a new industry.

They meet Philip Bell, "the Napoleon of the Afro-American press," who wrote for both black and white newspapers and, in 1865, founded the *Elevator*, whose banner was "Equality Before the Law."

And Ng Poon Chew, editor of *Chung Sai Yat Po*, “the first and largest Chinese daily outside the Republic of China.” And Ettore Patrizi, editor and publisher of *L’Italia*, and a supporter of women’s suffrage. And Kyutaro Abiko, publisher of the *Nichi Bei* (Japanese American) and organizer of the Central California Land Company, which spearheaded Japanese American land ownership. And Rabbi Julius Eckman, publisher of the *Weekly Gleaner*, where teen-agers Charles and Michael de Young worked as compositors.

They meet two of America’s finest photographers, Dorothea Lange, who recorded The Great Depression, and Joe Rosenthal whose photo of four marines and a navy corpsman raising the American flag at Iwo Jima may be the most recognized photograph in American history. Not to mention Charlie Shultz’s famous hound.

They meet reporters whose literary gifts uplifted San Franciscans and reporters whose satire entertained them: Ina Coolbrith, America’s first Poet Laureate, Adah Isaacs Menken, Henry George of the Single Tax Theory, muckraker Frank Norris, novelists Gertrude Atherton and Kathleen Norris, poet George Sterling, historians Joseph Henry Jackson and Kevin Starr, acidic humorist Ambrose Bierce, Stanton Delaplane, Art Hoppe, Charles McCabe and Pauline Phillips, better known as “Dear Abby.”

And, they meet Candy Caen, Hurry Caen, Raisen Caen—his bylines on the *X-Ray*, his Sacramento high school paper—Mr. San Francisco, Herb Caen.

#### THE HERB CAEN OFFICE

San Francisco’s greatest storyteller—in a three-dot sort of way—was Herb Caen, who faithfully performed that job for nearly 60 years.

Writing for both the *Chronicle* and the *Examiner*, he left an invaluable social history of San Francisco for the generations to come.

Our history museum should reserve a special place for storytelling and story sharing. Storytelling and role-playing are especially effective learning tools for young visitors. Levi Strauss can tell them just how he and Jacob Davis made those overalls and why they went from brown to blue.

Story sharing is critical to a modern museum as well. Our museum has a duty to collect and preserve family histories and to conduct an active oral history program. A computerized "Ancestor's Archive" can eventually be established so that the people of the community and the greater Bay Area can trace their family's history in the City.

This storytelling and story sharing space should be "THE HERB CAEN OFFICE," –a re-creation of his office across the street at the *Chronicle*, with a place of honor for his "loyal Royal." Through filmed and taped interviews with Herb, visitors can get a perspective of life in San Francisco from 1938-1997.

After a breakfast of Shredded Wheat, half a banana and the daily papers, Herb created his column for the next day. Arriving at his office at 10 a.m., he checked dozens of phone calls and hundreds of letters, deciding on the stories he would use. Then he typed the information on 3x5 scraps of paper that he put in the "item smasher," a small metal box. Around 11 a.m., he went through the items and picked the sequence in the column. Then he closed his door, and for the next two hours pecked out the column on his "loyal Royal."

Herb Caen used to say that "three-dot columns aren't written. They accumulate, like hash." Visitors could accumulate columns that the museum publishes periodically in its newsletter by contributing to an "item smasher" in Herb Caen's Office. The space could also be the focal point for an ongoing educational program and lecture series on the subject of "Journalism and the Public," in partnership with our across-the-street neighbor, the *Chronicle*. Both the public and the paper would benefit.

### SPECIAL EXHIBITIONS

In addition to our permanent exhibition and our Herb Caen Office, we should leave space for rotating exhibitions so that the museum will remain "fresh" for repeat visitors and members. The history of sports in San Francisco, the labor union struggle, family department stores, historic banking institutions are just a few ideas. We might have visiting exhibitions from other institutions such as the African American Historical Society, the Chinese Historical Society of America, the Lesbian Gay Bi-Sexual Transgender Historical Society, the Mexican Museum, the Italian American Museum and the Jewish Museum, to name a few.

### PART OF THE MAIN

Recognizing that the historical process is a dynamic one, visitors should be encouraged to follow appropriate paths out into the City and into the greater Bay Area. For example, our story of Alma de Bretteville Spreckels can lead visitors to the Fine Arts Museums. It is important in today's world of ever-more-sophisticated technology to see that a city is not an island but a part of the main. Our museum must also be part of the main and make every effort to attract the Bay-Area-wide membership and visitorship that will be a constant life source and the attention of worldwide visitors as well.

From the outset, considering the depth and breadth of the San Francisco story—particularly in its regional context—our museum should organize itself as a hub of history. Our space is limited, but we can play a critical role in disseminating local history. From our hub, we can send out spokes to the multiplicity of San Francisco and Bay Area history museums, libraries, historical societies and historical sites.

For example, as a library and research center is critical to any museum, and we do not have the expertise, the materials, nor the space to have such a facility within our walls, we can send our visitors to the San Francisco History Center at the San Francisco Public Library where experts reign.

A special computer area can allow visitors to virtually visit other institutions and locations. On a gigantic electronic and interactive map, museum goers could point to a spot on the map and see and hear its story and how to visit it. At the “African American Society of the Presidio,” for example, they would learn the too-little-known story of the Buffalo Soldiers. They would, undoubtedly, be so fascinated that they would want to visit the Presidio, the place where these African Americans served our country. Our virtual visitor center can immeasurably amplify our mission and serve our patrons.

#### THE PERFECT HOME

A San Francisco History Museum finds its perfect home in the Old Mint. San Francisco’s oldest stone structure, an elegant Greek Revival expression of the supreme confidence of the American federal government in California and in San Francisco at the end of the tragic Civil War, this United States Mint, the second in San Francisco, was dedicated on November 5, 1874. In 1875, its first full year of operation, 1,250,600 gold pieces valued at \$24,674,000 were coined.

The City too had confidence in itself and pride in its noble new structure. The *San Francisco Call* on November 1, 1874 boasted of the Mint: "The fire department will have little trouble quenching any conflagration that may arise with its walls, and unless an earthquake gives it a subterranean quietus, it bids fair to stand up for centuries."

The Mint survived the earthquake and fire of April 18, 1906. But not without a monumental struggle. Much of San Francisco burned to the ground because the earthquake's violence cracked open the City's water pipes, leaving the firefighters helpless before the relentless flames. In a stroke of good fortune and even greater foresight, just three weeks before the disaster, the Mint had completed its own water supply system of wells in the inner court and hydrants and hoses on each floor.

Fifty brave, self-sacrificing Mint employees, whose own homes had been either destroyed or were threatened, along with a group of U.S. soldiers, struggled against the ferocious flames that melted the Mint's window glass and threw exploding embers onto the roof and into the court stacked with lumber. On that fateful day, around the clock, these determined souls handled one-inch hoses and toted endless buckets of water to threatened locations. San Francisco citizens saved the Mint and its precious contents.

#### A MUSEUM IN AN ARTIFACT

The Mint with 200 million dollars in its vaults stood amidst the rubble of a fallen city. Through the terrible ordeal, the Mint assumed both private and public banking functions and handled relief funds for the wounded community. Her house of gold came through the fire and enabled the rebirth of San Francisco.



Two of Earth's most spectacular elements, gold and fire, are the quintessential symbols of this glittering and fiery town. Gold: bright and beckoning; conducive to molding and shaping; capable of being drawn in threads and woven into precious fabric; free from the liability to rust. And, the fire that can melt gold—but not destroy it.

Our visitors will learn the seminal tale of the earthquake and fire through the history of the museum itself. This notion is in keeping with walking in the pathways of history and visiting both actual and virtual historical sites.

Visitors have been impressed by the Mint for more than a century. Benjamin Taylor, a visitor to San Francisco in 1878, described his experience:

“There was always something going up and coming down that cruel pile of stone steps. Every day, Express wagons and huge drays with elephantine horses came and went. They brought tons of silver bricks and loads of gold bullion. They drew away hundreds of thousands of dollars in coin. I saw the great horses gather themselves up for a scratch of a pull when they started the solid load on the level pavement. Every day, men and boys with shouldered canvas bags of coin went up and down.”

A few short months after the earthquake and fire, correspondent Sydney Tyler described the Mint this way:

“The branch of the United States Mint on Fifth street, and the new Post Office at Seventh and Mission streets are striking examples of the superiority of workmanship put into Federal buildings. The old Mint building, surrounded by a wide space of pavement, was absolutely unharmed. The Mint was able to resume business at once.”

It is our task to see that the Old Mint is once again open for visitor business.

## VISITOR BUSINESS

The San Francisco History Museum at the Old Mint will be an economic asset to the City of San Francisco with visitor services, retail opportunities and social amenities. Having organizations such as the San Francisco Convention and Visitors Bureau in the complex will amplify the visitor opportunities in the City and in the Bay Area.

We should seek to include in the complex a branch of one of our historic banks with costumed employees and historical content about San Francisco banking. Wells Fargo, the Bank of America, the Bank of California and California Savings are all very much a part of the San Francisco story.

No part of our museum serving the public should be left untouched by our history. Even the restrooms should have content about historical plumbing and related business establishments and about the history of the plumber's and related trade unions.

In the area we call "The Vault," where the Old Mint's vaults are located, our street-side gift shop and bookstore should have unique items that cannot be found elsewhere: Old Mint mints wrapped in gold. A version of Levi Strauss' first overalls for adults and children. Antique bottles that once were buried beneath San Francisco streets. Antique San Francisco and Bay Area postcard greeting cards.

The coin shop and Gold Rush exhibition of the United States Mint will be a great visitor lure, as gold has lured human beings since the beginning of time.

A top-drawer restaurant and a café serving Old Mint sundaes with mint ice cream at a classic soda fountain—perhaps a re-creation of the famous "Townsend's"—would bring people to the location during and after museum hours, as would a pub.



“Caen’s Corner” will bring a steady clientele from across the street, as well as the general public. With the San Francisco Centre opposite and Bloomingdale’s around the corner in the foreseeable future, Fifth and Mission will be a lively place.

Before or after an elegant evening in one of our rented ballrooms, the public will enjoy the world-class restaurant in the complex, which could, if the owners agree, find its theme in San Francisco’s history.

### VISITOR PLEASURE

It is critical that we think of ourselves as more than an educational institution. Our city history museum is, by definition, a people’s museum. It tells their story. The community should be a constant at the museum. Community events and activities are vital to any modern museum, which is today playing a larger role in the lives of the people than ever before. More people attend museums in America each year than all spectator sporting events combined. Several years ago, in 1998, the figure was 865 million people—nearly three times the number of visitors to our national parks.

At the dawn of the 21<sup>st</sup> century, as the future flashes ever faster before us, museums, as repositories of our shared cultural past, are increasingly becoming places of refuge, contemplation and civic pride, as well as centers of education, entertainment and community activities.

In our auditorium, people will gather for lectures, classes, movies, storytelling, theater and musical presentations. A theater group, such as ACT, might want to partner with us and use the theater for performances on a mutually convenient schedule. We will have holiday events. A puppet show at Christmastime with a new City story each year. A Hallowe’en Ball where guests come as their favorite San Francisco characters.

The gravitation toward the museum in a racing—and more than ever uncertain—world chasing its digital tail is to the solidity of an institution that showcases permanence—the enduring cultural touchstones collected by a society—and belonging—a shared history of art, artifacts and archival materials—and identity—an expression of who we are and how we want to be remembered.

### THE DRAMA QUEEN

How do we want to be remembered? What is to be our story?

I will let a far more eloquent person than I express it. Theophile De Rutte, Swiss Consul for California, was sitting contentedly on a hill high above San Francisco on Christmas Eve in 1849:

“At my feet stretched out this mushrooming city, grown out of the Mexican pueblo like a mighty oak out of an acorn, as if to demonstrate not so much the wondrous power of gold, but rather the unstoppable and prolific expansion of a free people.”

And just to demonstrate the dynamic nature of history and the uncontested position of San Francisco as the historical Drama Queen, De Rutte goes on:

“Night was falling and soon the city seemed to be draped in that luminous mist which envelopes all modern cities, forming a vague and mysterious backdrop pierced by the black masts of a thousand ships.

“I went home scarcely suspecting that in a few hours half of this city I had been admiring would be nothing more than a pile of ashes....”





**OFFICIAL MEETING NOTICE**

**San Francisco Museum and Historical Society  
Advisory Committee**

**Thursday, May 29, 2003  
9:00 a.m.**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**DOCUMENTS DEPT.**

**MAY 21 2003**

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**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair
- II. Calling of the Roll

**Members:**

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Acting Vice Chair  
Ira Michael Heyman, Acting Chair  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

**Absences to be Excused**

There will be an opportunity for public comment before or during each agenda item.



- |             |   |                   |
|-------------|---|-------------------|
| <b>III.</b> | <b>Welcome and Introduction of Dr. Raye Richardson and Charles Striplen, Two New Members of the SFMHS Advisory Committee – Ira Michael Heyman, Acting Chair</b>   | <b>Discussion</b> |
| <br>        |   |                   |
| <b>IV.</b>  | <b>Report of the Acting Chair – Ira Michael Heyman</b>  |                   |
| A.          | Consideration and Possible Action to Approve the Minutes of the March 27, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)   | <b>Action</b>     |
| B.          | Status Report on the Proposed Vision Statement for a San Francisco History Museum, <i>The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint</i> – Ira Michael Heyman, Acting Chair, for Ink Mendelsohn | <b>Discussion</b> |
| C.          | Announcement of Melissa Szeto's Resignation as Executive Director of the Chinese Historical Society of America  | <b>Discussion</b> |
| D.          | Report on the Acting Chair's Attendance at the May 22, 2003 Meeting of the SFMHS Board of Directors   | <b>Discussion</b> |
| E.          | Other Informational Items   | <b>Discussion</b> |
| <br>        |   |                   |
| <b>V.</b>   | <b>Reports of the Working Committees</b>  |                   |
| A.          | Report of the Governance Working Committee Meeting Held Immediately Following the March 27, 2003 SFMHS Advisory Committee Meeting – Ira Michael Heyman, Chair   | <b>Discussion</b> |
| B.          | Report of the Collections Working Committee – Susan Goldstein, Chair  | <b>Discussion</b> |
| C.          | Report of the Development and Funding Committee – Diane B. Wilsey, Chair  | <b>Discussion</b> |
| <br>        |   |                   |
| <b>VI.</b>  | <b>Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus</b>  |                   |
| A.          | Status Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco   | <b>Discussion</b> |
| B.          | Review and Discussion of the Exclusive Negotiating Agreement Between the SFMHS and the City of San Francisco for the Sixty-Two Year Lease of the Old Mint – Michael Cohen, Deputy City Attorney                                       | <b>Discussion</b> |





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|----|---|-------------------|
| C. | Status Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement  | <b>Discussion</b> |
| D. | Report on the June 30, 2003 Event at the Old Mint Celebrating the Execution of the Exclusive Negotiating Agreement for the Sixty-Two Year Lease of the Old Mint | <b>Discussion</b> |
| E. | Other Informational Items   | <b>Discussion</b> |

**VII. Report of the Director of the Fine Arts Museums of San Francisco – Harry S. Parker III**

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|----|--|-------------------|
| A. | Status Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society to Catalogue and Inventory San Francisco History Objects  | <b>Discussion</b> |
| B. | Status Report on the Establishment of Internships for Museum Studies Program Students from San Francisco State University and John F. Kennedy University to Assist with the Above Project – Harry S. Parker III for Charles Fracchia | <b>Discussion</b> |
| C. | Other Information Items  | <b>Discussion</b> |

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

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|------------|---|---------------|
| <b>IX.</b> | <b>Adjournment – Ira Michael Heyman, Acting Chair</b> | <b>Action</b> |
|------------|---|---------------|



Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

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Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

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Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.



**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**March 27, 2003**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, March 27, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:08 a.m., by Acting Chair Heyman.

Acting Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Charles Crocker  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Susan Stryker  
Melissa Szeto  
Diane B. Wilsey

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Excused:

Charles Fracchia

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Consideration and Possible Action to Approve the Minutes of the February 26, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee**

A motion was made and seconded to approve the minutes of the February 26, 2003 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

**IV. Consideration and Possible Action to Ratify the Initial Report of Preliminary Findings of the San Francisco Museum and Historical Society Advisory Committee Dated March 18, 2003 Submitted to the Board of Supervisors**

A motion was made and seconded to ratify the appended Initial Report of Preliminary Findings of the San Francisco Museum and Historical Society Advisory Committee dated March 18, 2003, which was reviewed at the February 26, 2003 SFMHS Advisory Committee meeting. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to ratify the Initial Report of Preliminary Findings of the SFMHS Advisory Committee dated March 18, 2003, submitted to the Board of Supervisors.

**V. Reports of the Working Committees**

**A. Development and Funding Working Committee Meeting Held on March 12, 2003 – Diane B. Wilsey, Chair**

Diane B. Wilsey, Chair of the Development and Funding Working Committee, reported on the March 12, 2003 meeting, which was attended by Charles Fracchia, Richard Moran, Ira Michael Heyman, Harry Parker, and Chair Wilsey. General discussion centered on: a) the importance of defining the purpose and collection of the SFMHS, which will be critical to any fund-raising efforts; b) the types of fund-raising to be considered, such as a small, major, and/or endowment campaign; c) the significance of major, lead gifts; and d) numbers and types of prospective donors. The Working Committee concurred that the immediate fund-raising priority was the \$1 million required during the next year associated with the lease and conceptual planning for the development of the San Francisco Museum at the Old Mint. Major, local foundations should be approached to fund this initial phase; fund-raising events at the Old Mint should be organized. A major fund-raising campaign would need to be addressed in the future, which should include a "Save the Old Mint" effort.

Mr. Lazarus reported that the first payment of \$50,000 to the City will most likely be made in June 2003 at the time the exclusive negotiating agreement with the City for the sixty-two year lease of the Old Mint is signed. The City is presently drafting the exclusive negotiating agreement between the SFMHS and the City for the long-term lease and development of the Old Mint, and the grant deed transferring the Old Mint from the Federal government to the City of San Francisco. The exclusive negotiating agreement covers a twelve month period and includes benchmarks and milestone requirements for each party, and an attached schedule identifying incremental costs totaling approximately \$1 million. It is anticipated that the Board of Supervisors will approve the exclusive negotiating agreement in April 2003. A celebratory event is being planned at the Old Mint followed by a press conference the next morning at which time the exclusive negotiating agreement would be signed by the Mayor and Richard Moran, President of the SFMHS Board of Directors. Within three days of signing the agreement, \$50,000 will need to be paid to the City. In June 2003, it is expected that the Old Mint would officially transfer to the City. Mr. Lazarus

advised of a federal grant to cover Old Mint maintenance and insurance costs during the interim period prior to the official transfer of the property to the City.

Acting Chair Heyman suggested that a schedule of funding requirements and a corresponding fund-raising strategy for the next year would be helpful to Advisory Committee deliberations. Mr. Lazarus reported that he and Robert Mendelsohn meet with a SFMHS Board Development Committee chaired by Charles Fracchia on a regular basis to consider fund-raising opportunities, which include a National Trust for Historic Preservation loan program; a San Francisco Foundation program to collateralize any such loan; a National Park Service matching program, "Saving America's Treasures", and the identification of approximately twenty foundations to approach for funding. Mr. Lazarus will present a more detailed report to the Advisory Committee, most particularly the Development and Funding Working Committee, at a future meeting.

B. Collections Working Committee Meeting Held on March 14, 2003 - Susan Goldstein, Chair

Susan Goldstein, Chair of the Collections Working Committee, reported on the Collections Working Committee site tour of March 14, 2003, noting that in addition to herself, Ira Michael Heyman, Ink Mendelsohn, Melissa Szeto, Harry Parker, Bob Futernick, and Sue Grinols were in attendance. Chair Goldstein reviewed the appended report as follows:

- The Collections Working Committee first visited Treasure Island, Building 440, where the bulk of the SFMHS collections are stored. Gladys Hansen and her son, Richard, volunteer caretakers of the collection, provided a tour of the facility and the collections. The SFMHS collection is the result of thirteen years of collecting, commencing in 1990, when Gladys Hansen founded the Museum of the City of San Francisco. The SFMHS collection did not appear to contain any significant, core collections of objects or art; rather, it is an eclectic mix comprised of relatively small individual donations. The San Francisco Historical Society portion of the SFMHS collection consists of San Francisco books, newspapers, and ephemera, such as postcards, menus, brochures and souvenirs.
- The 40,000 square foot FAMSF storage facility in the industrial area of San Francisco houses exhibition equipment, museum publications, items to be deaccessioned, and the Museums' San Francisco history collection. The history collection is not large or cohesive; it is comprised of the same types of materials in the SFMHS collection. The objects appear to be unrelated, individual donations, and include works of art, as well as items such as a miner's scale, decorative tiles, guns, ribbons, medals, letters, diplomas, and photographs.

- The 30,000 square foot Interim de Young facility located in South San Francisco is leased from the San Francisco Airport through 2005. It is a state-of-the art building resulting from a \$4 million upgrade to provide appropriate environmental controls and storage for the de Young Museum's permanent collection. The facility includes conservation labs for painting, textiles, and artifacts along with a photo lab, where objects in the collection are scanned and barcoded in a digital registration process. Although not considered part of the Museums' San Francisco history collection, the Interim de Young contains a number of more significant and valuable paintings and sculpture that relate to San Francisco.

The following long-term considerations were reviewed by Chair Goldstein:

- Are the existing modest collections, both the SFMHS and FAMSF San Francisco history collections, significant enough to attract funding and justify building a San Francisco History Museum?
- Without a strong, sizable core collection, how should the San Francisco Museum consider its mission – as a collecting institution or primarily an interpretive history museum supporting exhibition and education focused activities?
- What are the potential sources of additions to the collection, beyond small donations from individuals?
- Would the San Francisco Museum be able to handle the full range of responsibilities, including preservation, access, and display?
- How does the San Francisco Museum see its role in relation to other established local history and art institutions (San Francisco Public Library / San Francisco History Center; Stanford University; San Francisco Performing Arts Library and Museum (SFPALM); the Gay/Lesbian/Bisexual/Transgender Historical Society; and the Oakland Museum's collection on California, which includes Bay Area art, history and natural science)? What is its specific mission and niche? Will it differ in terms of scope, format of materials collected, and programming?

Several recommendations were presented by Chair Goldstein as a result of the initial assessment of the SFMHS and FAMSF San Francisco history holdings:

- Retain the FAMSF San Francisco history collection in its current storage facility and not transfer it to the SFMHS until a more secure space is identified.
- Initiate a survey of local historical societies and repositories to determine the scope of their collections, their financial resources, and their willingness to



collaborate. Of special interest would be small, volunteer-run organizations that have artifacts, such as the Fire Department Museum.

- Conduct a more comprehensive needs assessment of the role the Museum could play in the local community identifying history needs not currently met.
- Conduct a feasibility study. In view of the needs identified above, what strategies should be pursued to create a San Francisco History Museum? Given available resources, what can realistically be accomplished by the Museum?
- Explore the possibility of retaining the FAMSF Interim de Young following the opening of the New de Young Museum in Golden Gate Park. This space might be used by a consortium of local repositories for storage and exhibition staging.

Chair Goldstein was thanked for her excellent report. The Advisory Committee felt the report accurately assessed the status of the SFMHS and FAMSF San Francisco history collections. Mr. Moran noted that the SFMHS collection has been based on what donors have contributed and not on collection guidelines. He requested the Advisory Committee's assistance in identifying specific recommendations to take to the SFMHS Board of Directors. Mr. Parker emphasized that the initial assessment does not support spending millions of dollars to restore the Old Mint in order to house and protect these San Francisco history collections. The Advisory Committee agreed that there are insufficient and inadequate objects to rationalize an effort of this scale.

In addition, Mr. Parker recommended that the SFMHS Board of Directors consider an immediate effort to safeguard the SFMHS San Francisco history material stored at Treasure Island. At a minimum, objects should be moved off the floor onto shelves. It was suggested that the Advisory Committee might participate in a weekend, voluntary effort of this nature.

- C. Governance Working Committee Meeting Scheduled for March 27, 2003  
Immediately Following the SFMHS Advisory Committee Meeting  
– Ira Michael Heyman, Chair

Ira Michael Heyman, Chair of the Governance Working Committee, announced that this working committee would convene immediately following the Advisory Committee meeting. In addition to Chair Heyman, Charles Crocker, Susan Stryker, Diane B. Wilsey, James Lazarus, and Harry Parker plan to attend this meeting.

**VI. Report on the Proposed Vision Statement for a San Francisco History Museum, *The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint* - Ink Mendelsohn**

Acting Chair Heyman requested Ink Mendelsohn to review her appended document, "Proposed Vision Statement for a San Francisco History Museum, The End

of the Rainbow / Visions of the San Francisco History Museum at the Old Mint". She began by pointing out that the story of San Francisco is compelling and needs to be told. The Vision Statement focuses on the diversity of the people, who came to San Francisco to live. Ms. Mendelsohn described how the story of San Francisco might be told utilizing latest technology and graphics to illustrate pathways of diversity and accessing individual stories, newspaper articles, and historical milestones. Ideally, it should be an interactive experience for the visitor.

A number of comments were made as follows:

- Once the story is "built", the objects will follow to illustrate the story (Ink Mendelsohn).
- Through collaborative relationships with other local, historical organizations and repositories, significant and varied artifacts can be made available for display purposes (Susan Stryker).
- A history museum does not need its own collection of artifacts to be successful (Susan Goldstein).
- An interpretive approach might be appropriate for a San Francisco history museum, whereby the story of San Francisco is told and minimal artifacts are displayed (James Lazarus).
- The lack of a serious San Francisco history collection focuses consideration on an entertaining, narrative approach, which should be of interest to both tourists and Bay Area residents (Charles Crocker).
- An experiential re-creation of the 1906 earthquake could be an important component of a San Francisco history museum; examples of the experiential model are the re-creation of a Japanese internment camp as part of the Japanese American National Museum in Los Angeles, and New York City's Lower East Side Tenement Museum (Melissa Szeto).
- It is critically important to make history relevant to today (Melissa Szeto).

It was the sense of the meeting that a narrative, interpretive, experiential history museum model should be explored for the San Francisco History Museum. Acting Chair Heyman noted that the absence of a strong, core San Francisco history collection makes it even more imperative to develop a cohesive statement of what the San Francisco history museum will be and what it seeks to accomplish. This statement must be articulated before donors are approached; it is not feasible to raise funds until the vision of a San Francisco History Museum is clearly understood, including a sense of how the story of San Francisco will unfold in the Old Mint building. Mr. Moran expressed encouragement over the progress made by the Advisory Committee thus far,

which will be shared with the SFMHS Board of Directors. Mr. Lazarus noted that the work of the SFMHS Board should be expedited.

Mr. Parker pointed out that the Old Mint, in and of itself, supports the thematic statement of a San Francisco History Museum. It is a symbol of earthquake survival and opportunity ("gold at the end of the rainbow"). Mrs. Wilsey stressed the opportunity represented by the Old Mint building, and the importance of considering a "Save the Old Mint" fund-raising effort in the future.

Mr. Parker suggested that Kevin Starr, San Francisco historian, might be asked to assist in articulating the San Francisco story in a compelling and unique way. Ms. Mendelsohn offered to discuss this matter with Mr. Starr for report at the next meeting.

**VII. Status Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco – James Lazarus, Executive Director, San Francisco Museum and Historical Society**

Mr. Lazarus announced that two tours of the Old Mint are scheduled for this afternoon at 3 p.m., and tomorrow at 2:30 p.m. He encouraged those present to join one of the tours if they have not already walked through the Old Mint.

**VIII. Status Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums, and James Lazarus, Executive Director, San Francisco Museum and Historical Society**

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. Approximately 948 objects have been barcoded, Measured, photographed, labeled and tagged, and data records have been generated for each object. The 948 catalogued objects fall into the following categories: 1) 50 paintings (portraits and mission landscapes); 2) 682 documents (crayon enlargements of people significant to San Francisco history, maps, photos, lithographs, certificates, and theater programs); and 3) 216 objects (tools, miner or Gold Rush paraphernalia, ribbons, guns, signs and furniture).

**A. Status Report on the Establishment of Internships for Museum Studies Program Students from San Francisco State University and John F. Kennedy University to Assist with the Above Project – Charles Fracchia**

In the absence of Mr. Fracchia, Ms. Grinols advised that she expects to hear from Mr. Fracchia when the internship arrangements with San Francisco State University have been finalized.

**IX. Other Business**

**1. Two New Members to be Appointed to the SFMHS Advisory Committee**

Mr. Lazarus advised that the following two appointments to the Advisory Committee are in the process of being finalized: 1) Dr. Raye Richardson, a member of the Mayor's Advisory Committee on the African American Museum and writer/lecturer on black history with an emphasis on the Bay Area, has been recommended by the SFMHS Board of Directors to the Mayor; and 2) Charles Striplen, University of California Environmental Science Policy and Management Program (field of archeology), who is active as a person of native American and Hispanic backgrounds, has been recommended to the Board of Supervisors by the SFMHS Board of Directors. These appointments should become effective within the next month.

**X. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**XI. Adjournment – Ira Michael Heyman, Acting Chair**

Acting Chair Heyman requested the Advisory Committee members to calendar Tuesday, April 29, 2003, 9 a.m., for a possible meeting of the Advisory Committee. If not needed, the next regularly scheduled meeting is set for Thursday, May 29, 2003, at 9 a.m. Both meetings will be held in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco.

There being no further business, the meeting was adjourned at 10:40 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**Initial Report of Preliminary Findings**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
March 18, 2003**

**I. Background**

The San Francisco Museum and Historical Society Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The initial membership of the Advisory Committee was certified by the Clerk of the Board of Supervisors on December 17, 2002 to serve one-year terms commencing that date, as follows:

Charles Crocker<sup>1</sup>  
Charles Fracchia<sup>2</sup>  
Susan Goldstein, Acting Vice Chair<sup>3</sup>  
Ira Michael Heyman, Acting Chair<sup>4</sup>  
Ink Mendelsohn<sup>5</sup>  
Richard Moran<sup>6</sup>  
Susan Stryker<sup>7</sup>  
Melissa Szeto<sup>8</sup>  
Diane B. Wilsey<sup>9</sup>

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<sup>1</sup> Appointed by the Fine Arts Museums of San Francisco

<sup>2</sup> Historian appointed by Mayor Willie L. Brown, Jr.

<sup>3</sup> City archivist appointed by the San Francisco Public Library

<sup>4</sup> Former Secretary of the Smithsonian Institution and Chancellor of the University of California, Berkeley, appointed by Mayor Willie L. Brown, Jr.

<sup>5</sup> Appointed by the San Francisco Museum and Historical Society

<sup>6</sup> Appointed by the San Francisco Museum and Historical Society

<sup>7</sup> Executive Director of the Gay, Lesbian, Bisexual, Transgender Historical Society appointed by the Board of Supervisors

<sup>8</sup> Executive Director of the Chinese Historical Society of America appointed by the Board of Supervisors

<sup>9</sup> Appointed by the Fine Arts Museums of San Francisco

San Francisco Museum and Advisory Committee  
Initial Report to the Board of Supervisors  
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The Advisory Committee is staffed by the Fine Arts Museums. The following serve as staff to the Advisory Committee:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

The purposes and responsibilities of the Advisory Committee are:

- The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Sources of potential financial support for the Society;
- The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- The potential merger of the City's historical collections with the Society's Collection; and
- Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## II. Past Advisory Committee Deliberations

At its initial meeting held on November 14, 2002, the Advisory Committee accomplished the following:

- Reviewed the legislation creating the San Francisco Museum and Historical Society Advisory Committee;
- Received an overview of public meeting laws;
- Requested the City Attorney's Office to draft Advisory Committee Bylaws;

San Francisco Museum and Advisory Committee  
 Initial Report to the Board of Supervisors  
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- Discussed the purposes and responsibilities of the Advisory Committee at length;
- Heard a presentation on the joint project between the Fine Arts Museums of San Francisco and the San Francisco Museum and Historical Society, to be funded by the City and County of San Francisco, to catalogue and inventory San Francisco history objects; and
- Received a presentation on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint

At its second and third meetings held on January 29, 2003 and February 26, 2003, the Advisory Committee:

- Elected officers, Ira Michael Heyman as Acting Chair and Susan Goldstein as Acting Vice Chair;
- Established three working committees: Development and Funding, Collections, and Governance;
- Adopted Bylaws of the San Francisco Museum and Historical Society Advisory Committee;
- Received progress reports on the status of the SFMHS's Re-Use Proposal for the San Francisco Old Mint, which was recommended by the Old Mint Task Force at its January 29, 2003 meeting to the Mayor and Board of Supervisors as the development entity to enter into an exclusive negotiating agreement;
- Received progress reports on the joint project between the FAMSF and SFMHS to catalogue and inventory San Francisco history objects; to date approximately 865 FAMSF San Francisco history objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object;
- Contacted the Museum Studies Programs at San Francisco State University and John F. Kennedy University to determine the feasibility of establishing internships to assist with the catalogue and inventory project;
- Pursued funding opportunities with the San Francisco Foundation;
- Discussed the governance and operations of the SFMHS including its programs and exhibitions;
- Reviewed the Museum Assessment Program of the American Association of Museums as a possible self-study tool to assess the SFMHS from institutional, collections management, public dimension, and governance points-of-view;
- Reviewed and approved this initial report to the Board of Supervisors;



San Francisco Museum and Advisory Committee  
Initial Report to the Board of Supervisors  
March 18, 2003

- Established the 2003 meeting schedule as follows:

<u>Date</u>	<u>Time</u>	<u>Location</u>
Wednesday, January 29, 2003	noon	233 Post St., San Francisco
Wednesday, February 26, 2003	noon	233 Post St., San Francisco
Thursday, March 27, 2003	9 a.m.	233 Post St., San Francisco
Thursday, May 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, July 29, 2003	9 a.m.	233 Post St., San Francisco
Tuesday, September 23, 2003	9 a.m.	233 Post St., San Francisco
Thursday, November 20, 2003	9 a.m.	233 Post St., San Francisco

### III. Future Advisory Committee Considerations

- Review and act upon the findings of the working committees (Development and Funding, Collections, and Governance);
- Keep informed of developments pertaining to the SFMHS Re-use proposal for the San Francisco Mint;
- Analyze various structural models to determine the type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Assist the SFMHS in its efforts to participate in the Museum Assessment Program of the American Association of Museums as a self-study tool to assess the SFMHS from institutional, collections management, public dimension, and governance points-of-view;
- Pursue internship and funding opportunities in support of the FAMSF/SFMHS catalogue and inventory project;
- Continue to work to fulfill the remaining charges to the Advisory Committee as stated in the SFMHS Advisory Committee Ordinance.

Respectfully submitted,



Ira Michael Heyman  
Acting Chair



San Francisco Museum and Historical Society Advisory Committee:  
Report of the Collections Working Committee site tour of March 14, 2003

In attendance: Harry Parker, Bob Futernick, Sue Grinols, Ink Mendelsohn, Melissa Szeto, Susan Goldstein, and Mike Heyman (Treasure Island site only)

**Treasure Island:** We first visited Building 440 on Treasure Island where the bulk of the SFMHS collections are stored. We were greeted by Gladys Hansen and her son, Richard, who gave us a tour of the facility and the collections. Gladys and Richard serve as the volunteer caretakers for this collection; they are not able to attract other volunteers to this isolated site to help with their work.

The building is surrounded by a chain link fence and is falling into a state of disrepair. Lights are going out throughout the building and not easily replaced. The Hansens have been told that the sprinklers will work (in case of fire), but they have not been tested in recent memory and need to be recertified. The building has no temperature or humidity controls. No temperature or humidity testing has been conducted so no one knows the range of environmental conditions and fluctuations. The HVAC dehumidifiers are breaking down; Richard empties water constantly out of the two that may be working. The building has no heat, and it is very cold to work there during the winter. Also, in the past year this building experienced a large leak out of one wall that flooded much of the floor. Materials in the leaky room are now stored on pallets. Neither the Navy nor the City of SF is willing to undertake maintenance on the building at this point in time. It is not clear how long the SFMHS will be able to remain at this site as no lease or contract has been signed.

The SFHMS collection is the result of 13 years of collecting, commencing in 1990 when Gladys Hansen founded the Museum of the City of San Francisco. The collections at this site belong to the SFMHS. Gladys also has her own personal collection of earthquake items, currently housed at the Eleventh and Harrison St. offices.

The bulk of the Treasure Island collection is stored in approximately 230 cartons, along with several map cases, and approx. 5 shelves of oversized paper and objects. There are also some large stand-alone artifacts, such as the Midwinter Fair kiosk and signage. Most of the map case drawers contain newspaper clippings; several contain pages from disbound Sanborn Fire Insurance maps (full sets of these maps are available at the San Francisco Public Library, UC Berkeley map library, and online). The storage cartons are labeled with a number and one-word description. Many of the boxes contain dolls or costumes. Several boxes labeled "San Francisco Fire Dept." contain a uniform or a piece of fire equipment. A number of boxes are labeled "Film;" Richard explained that these contain videos and slides. At a quick glance, some of the collection seemed to be beyond the geographic scope of San Francisco. This collection did not appear to contain any significant, core collections of objects or art; rather it is an eclectic mix comprised of relatively small individual donations.

The collections of the San Francisco Historical Society are stored in a separate room at the Treasure Island site. This room contains approximately 60 cartons and a few shelves of oversize, flat pieces (chiefly works on paper). The "Donations to San Francisco Museum and Historical Society" list, made available to our committee, shows that donations to the Society commenced in 1995. In brief, the SFHS collection consists of San Francisco books, newspapers, and ephemera, such as postcards, menus, brochures, and souvenirs. This is another eclectic collection, comprised of individual donations, that does not have great monetary or research value. Many of these items are duplicated at other local collecting institutions.

Finally, in the center of the main room and continuing into side rooms, fenced off from the SFMHS collections, is a large collection of Treasure Island material. The ownership of this collection is in dispute between the Navy and the Treasure Island Historical Society. Five years ago this collection was transferred to the Airport, but they have since returned most of it to Treasure Island storage. At this point, the Navy and the Treasure Island Historical Society are working with the City Redevelopment Agency to fund a permanent Treasure Island Museum in Building 1, where these items used to be on display.

**Egbert Street:** Our second visit was to this storage site for FAMSF. Leased for 25 years, this 40,000 square foot warehouse houses exhibition equipment, museum publications, items to be deaccessioned, and other odds and ends. It also contains the San Francisco History collection that Sue Grinols has been scanning and barcoding. This collection is under consideration for transfer to the SFMHS as it does not fit within the de Young's primary collecting focus.

This building does not have temperature and humidity control, but it is a secure building with no physical plant problems. Most of the SF History objects are laid out on oversize shelving in two locations within the building, filling approx. 6 long (9 foot?) shelves. These artifacts appear to be unrelated, individual donations and include items such as a miner's scale, decorative tiles, guns, ribbons and medals, etc. Two small boxes contain small paper documents, such as letters, diplomas, and photographs. One location in the warehouse also contains artwork and framed works on paper that are wrapped for conservation purposes and stored upright in bins.

**Spruce Avenue:** This 30,000 square foot facility is leased from the Airport through 2005 when the de Young Museum will relocate these operations to the new building in Golden Gate Park. This state-of-the-art building underwent a \$4 million upgrade to provide appropriate environmental controls and storage for the Museum's collection, conservation labs, and staff. A concrete vault provides extra protection for collections. We particularly enjoyed visiting the conservation labs for painting, textiles, and artifacts, along with the photo lab where each collection piece is scanned and barcoded in a digital registration process.

Although not considered part of the SF History collection at Egbert St, the Spruce Street location contains a number of more significant and valuable paintings and sculptures that relate to San Francisco. These are either created by local artists, depict San Francisco or Bay Area subjects, or are associated with prominent San Franciscans (through provenance). Because of their monetary value, these items could not be donated outright to an outside institution. If deaccessioned, they would be sold to raise money for other Museum purchases.

### **Long-term Considerations and Conclusions**

The site visits raised a host of questions. Are the existing modest collections—both the Treasure Island collections and the FAMSF San Francisco History collection-- significant enough to attract money and justify building a SF History Museum? Without a strong, sizable core collection, how should the Museum think about its mission--as a collecting institution or primarily an interpretive history museum supporting exhibition- and education-focused activities?

In this preliminary assessment, the current collection does not have the scope or depth to be a major research or art collection. The existing collection seems inadequate to tell the story of San Francisco. What are possible sources of additions to the collection, beyond small donations from individuals? And would the museum be able to handle the full range of responsibilities, including preservation, access, and display, required of it?

In addition, how does the Museum see its role in relation to other established local history and art institutions? What is its specific mission and niche? Will it differ in terms of scope? Format of materials collected? Programming?

The SFMHS could sharpen its mission by taking a look at the context in which it exists. Looking around the country, the New York Historical Society was founded in 1804; the Chicago Historical Society was founded in 1856. And, indeed, a number of long-lived, significant collecting institutions already exist in the Bay Area. The Bancroft Library at UC Berkeley started collecting in 1905. Although their focus is broader than San Francisco, they have the largest repository of San Francisco publications, maps, photographs and archives and manuscript collections in the area. California Historical Society (CHS) began collecting Californiana in the 1920's. In addition to photographs and manuscripts, their Fine Arts collections contain over 5,000 paintings, portraits, and other works on paper, as well as decorative arts, including costumes.

The San Francisco Public Library began collecting San Francisco and California books and periodicals in 1906; its San Francisco History Center was founded in 1964 and currently contains a significant collection of books, periodicals, ephemera, blueprints and photographs, as well as many archival collections documenting life in San Francisco. The library holds approx. 400 framed works of art on paper and approx. 120 cartons of objects, some related to collections. In addition, City donations to the library are mandated under Sec 8.7 of the San Francisco Administrative code which states that "Before any book, document, photograph, map, architectural drawing, record, bond

certificate, or other material of historical significance is destroyed... It shall be offered to the San Francisco History Room of the San Francisco Public Library.”

Stanford University also contains significant Bay Area collections, as does the San Francisco Performing Arts Library and Museum (SFPALM), the Gay/Lesbian/Bisexual/Transgender Historical Society, and other specialized local repositories. The Oakland Museum, which opened in 1969, contains numerous collections focusing on California—including Bay Area--art, history, and natural science.

In brief, many important collections and world class research services exist in other local institutions that have been collecting for much longer. How could the San Francisco Museum and Historical Society fit into this mix? What needs are unmet that could be filled by the Mint Building and SFMHS programming? What would be the museum’s strengths? Where would it be redundant?

The most significant collections seen during the site visit were the artworks owned by the Fine Arts Museum at the Spruce Street facility. Should the FAMSF continue the management and care of these works of art? Should they rethink what they call their “San Francisco History” collection?

From this initial assessment, what may be feasible is a small permanent collection alongside rotating exhibits drawn from other local institutions. Outreach and education services to the tourist community, the schools, and San Franciscans would also seem to be a key component. In addition, few organizations locally are collecting objects, especially large objects such as signage, Doggie Diner Heads (!), or transportation equipment. Could the Museum focus on collecting, maintaining, and exhibiting these kinds of large scale items? What would be the resources required to accomplish this task?

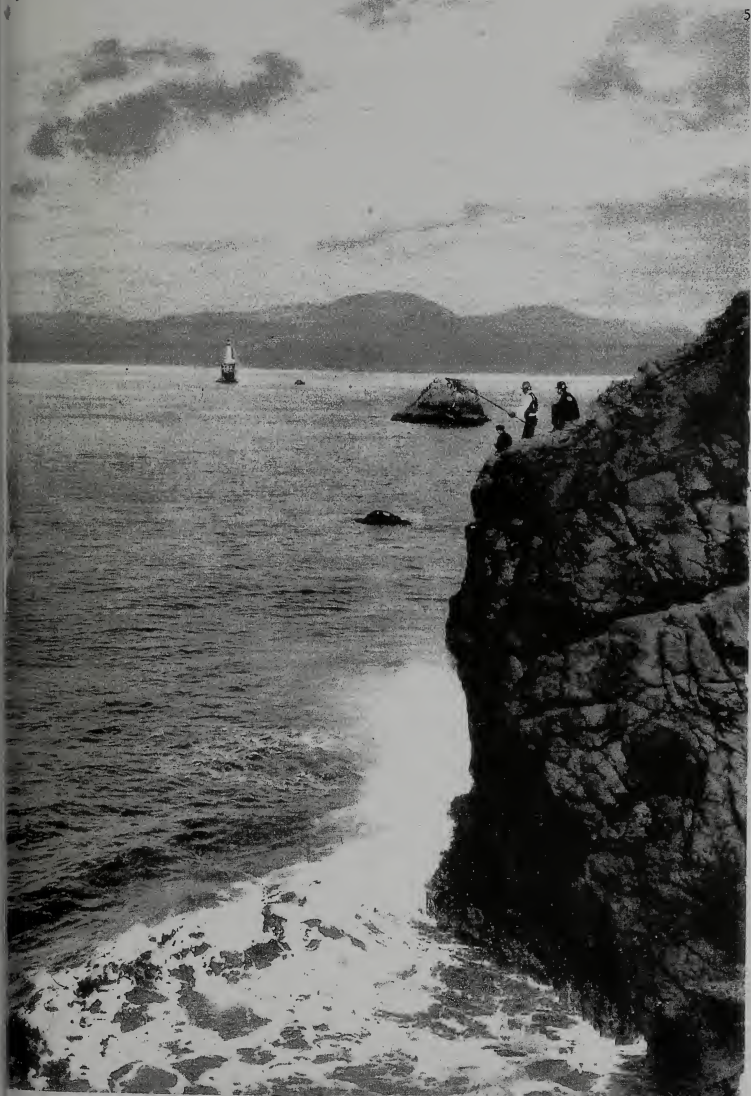
#### Additional Recommendations:

- The FAMSA “SF History” collection should remain in its current storage facility and not be transferred to the SFMHS until a more secure space is found for it.
- Initiate a survey of local historical societies and repositories to determine the scope of their collections, their financial resources, and their willingness to collaborate. Of special interest would be small, volunteer-run organizations that have artifacts, such as the Fire Department Museum.
- Tied to the point above, conduct a more comprehensive needs assessment of what role the Museum could play in the local community and what history needs are not currently being met. Again, examine ways to collaborate, with an eye to the not insignificant costs and commitment required by collections, reference services, and exhibitions. (materials, storage, labor, security, etc.) For example, if California Historical Society is already collecting clothing—a costly endeavor in preservation terms—does the SF Museum want to undertake the exact same task.

- Conduct a feasibility study. Given the needs identified above, what strategies to pursue to create the Museum. And given the possible available resources, what can realistically be accomplished by the Museum.
- Explore the possibility of retaining the Spruce Street facility after the de Young vacates. This could be used by a consortium of local repositories for storage and exhibition staging.











THE END OF THE RAINBOW

VISIONS OF THE SAN FRANCISCO HISTORY MUSEUM AT THE OLD MINT

BY INK MENDELSON



## THE STORY: THE END OF THE RAINBOW

Like life itself, the generations that come, go and grow anew; the Earth that is constantly building up, breaking down and rebuilding; the rainbow that suddenly appears, fades and reappears, human history is a dynamic process of construction, destruction and reinvention. Nowhere is this historical inevitability seen more clearly than in the drama of America's great cities. And among them, San Francisco is the uncontested Drama Queen.

No historical tale can beat the allure of a little village by the sea that came through gold fever, lawlessness, racial discrimination, civic corruption, labor unrest, social protest, earthquake and fire—a bit of biblical brimstone, some said—and a tangle of cultures to become a city of heart, sophistication, tolerance and beauty admired the world over and a model for the 21<sup>st</sup> century of a community enhanced by its diversity.

In creating a home for San Francisco's unique story, we must first ask ourselves, "How do we tell that story? What is the heart of the matter? The people? The place? The purpose? The point in time?"

For thousands of years, there was a beautiful place at the edge of the Pacific Ocean inhabited by a peaceful people content with the land and the sea as they found them. In 1776, the year America was created as an independent nation, newcomers came to the place that would be called Yerba Buena. But the sleepy village remained little changed for three-quarters of a century. Then, overnight, the place now called San Francisco was transformed by the Midas touch. A city was created in an historical instant by dreamers from faraway places. And, as dreamers must, eventually, they woke up.

The overarching theme of the San Francisco story is the search for the treasure at the end of the rainbow—wealth, opportunity, freedom, power, fame, creativity, even love. Gold seekers and jeans makers. Cross-country railroad workers and capitalist risk takers. Press and politicians. Wandering poets and stand-fast union organizers. War veterans and flower children. Sluggers and sopranos. Restaurateurs and raconteurs. Fishermen and fry cooks. High-riding techies and lying-low ladies. A rainbow of humanity—ribbons of separate colors bound together—yearned and reached for the objects of their desires.

As the gold and silver poured into San Francisco after 1848, the jeans turned from brown to blue; city streets sometimes ran red with blood, and black headlines often proclaimed political turpitude. Fire consumed her. But civic pride and progress proceeded unfazed. An oasis of green was created on shifting, tan sand. A golden bridge was suspended and a silver one blended. And when the Great War ended, pilgrims came seeking freedom and artistic expression. Another war began, and pilgrims came looking for—but not necessarily finding—peace and love. When that heartbreaking conflict finally ended, pilgrims returned looking for virtual treasure at the end of the rainbow—and finding it, until it faded. And they will continue to come to this colorful town, seeking treasure and sometimes finding it.

#### WALKING IN THEIR SHOES AND HEARING THEIR VOICES

Our history museum should encourage visitors along paths taking them on the journeys of the diverse seekers who came to San Francisco in pursuit of their particular dreams. Outside the museum, on our Barbary Coast Trail, the public can, literally, walk in the paths of San Francisco's history. They should do so inside the museum as well.

Our museum should allow visitors to see the words and hear the voices of both the celebrated and the unique yet-to-be-discovered San Franciscans telling their stories.

“We kept the marriage a secret for a whole month before some loudmouths we met accidentally in New York spotted us and the story got out. I heard it caused quite a commotion back home,” Alma de Bretteville Spreckels, founder of the Palace of the Legion of Honor, recalled to her nurse and companion in her later years. Indeed. San Francisco was shocked to its shoes when Adolph Spreckels, a pillar of San Francisco society a number of years her senior, married the beautiful, six-foot-tall artist’s model whose statue—as a representation of the Republic—even today graces Union Square.

To immediately engage our visitors, we might have at the beginning of the permanent exhibition, “THE END OF THE RAINBOW,” a “portrait studio” where they will receive a “cameo” of a San Franciscan like “Big Alma,” who has played a part in the historical drama. Bearing the cameo, with information about the character’s life printed on the reverse side, the visitor can seek that person out in the exhibition. Walking in the shoes of historical characters and hearing their voices will give visitors insights into their own experiences and lead them in new directions.

Physically, historical pathways could be organized in a number of ways: Singular historical milestones arranged chronologically in a linear fashion; eras bounded by seminal events; representative voices; ethnic and social groups moving on their separate paths; community forces that have impacted the City’s history—the press, financial institutions, labor unions, merchants, politicians, professionals, artists, entertainers, the food and wine industry, the technological visionaries.

Let us take, for example, the last notion of community forces—discrete ribbons of the rainbow bound together, creating the city. In this scheme, one ribbon might be the influence of the press—the history of newspapers in San Francisco.

On this story path, visitors follow the ribbon to find revealed what Edward Kemble, second editor of San Francisco's first newspaper, the *California Star*, called "the only faithful surviving tablets from which this history must be written."

#### A MULTITUDE OF VOICES

Mirroring a population that had come from the far corners of the Earth answering the siren call of instant riches, the number and variety of newspapers that came and went in San Francisco's first century is astonishing. Hubert Howe Bancroft, noted California historian, described the state of San Francisco journalism before the arrival of the *Californian* in 1846: "Not only had there never been a paper published in the country, but there had been no subscribers to any paper except a few in the last two or three years to the Honolulu *Polynesian*."

By 1854, there were a dozen dailies, twice as many weeklies and a number of special-interest and foreign-language publications. Edward Kemble estimated that in the first decade of San Francisco's history 132 periodicals of all sorts had been started.

There were papers for miners and minors, for high-minded ladies and low-minded gentlemen, for tatting and for temperance. The press presented many points of view and spoke in many languages: The German *California Demokrat* (1853), the Chinese *Golden Hills' News* (1854), *Voz de Mejico*, *L'Union Franco*, *Irish News*, the British *News Letter* and San Francisco's first African American paper, *The Mirror of the Times* (1855). The *Mirror* fought on its pages to end slavery.

On this ribbon of San Francisco's history, visitors experience the Dodge-City days of San Francisco journalism, when blood mixed with ink on City streets.

### MEET THE PRESS

Visitors meet on this path The Titans of Type: Charles and Michael de Young, the "de Young boys," Charles a mere week out of his teens and his 17-year-old brother Michael, who, promising to be "bold, independent, and fearless," founded, in 1865, the *Daily Dramatic Chronicle*, soon to become the *San Francisco Chronicle*, and William Randolph Hearst, who at 23, in 1887, took over the *San Francisco Examiner* from his father and changed the face of American journalism.

They meet *Chronicle*, *Examiner*, *News* and *Call* reporters who became giants of American literature: Mark Twain, Bret Harte, Jack London and John Steinbeck.

They meet fighting editor, Fremont Older, who railed ceaselessly against the "swell mob," corrupt businessmen and politicians, and forever championed the underdog. And his nemesis, Boss Abe Ruef, who ruled turn-of-the-century San Francisco.

They meet many less-well-known editors and reporters who have conjured up the City and the Bay Area for readers every day (save one) for 150 years. Investigative reporter Flora Haines Loughhead, "the first woman to engage in 'all-around newspaper work' in San Francisco." Her colleague, Annie Laurie, who disguised herself to uncover civic corruptions such as "rumors of queer doings at the City Receiving Hospital." And Frona Eunice Wait, who urged California wines as a daily beverage—a new industry.

They meet Philip Bell, "the Napoleon of the Afro-American press," who wrote for both black and white newspapers and, in 1865, founded the *Elevator*, whose banner was "Equality Before the Law."

And Ng Poon Chew, editor of *Chung Sai Yat Po*, “the first and largest Chinese daily outside the Republic of China.” And Ettore Patrizi, editor and publisher of *L'Italia*, and a supporter of women’s suffrage. And Kyutaro Abiko, publisher of the *Nichi Bei* (Japanese American) and organizer of the Central California Land Company, which spearheaded Japanese American land ownership. And Rabbi Julius Eckman, publisher of the *Weekly Gleaner*, where teen-agers Charles and Michael de Young worked as compositors.

They meet two of America’s finest photographers, Dorothea Lange, who recorded The Great Depression, and Joe Rosenthal whose photo of four marines and a navy corpsman raising the American flag at Iwo Jima may be the most recognized photograph in American history. Not to mention Charlie Shultz’s famous hound.

They meet reporters whose literary gifts uplifted San Franciscans and reporters whose satire entertained them: Ina Coolbrith, America’s first Poet Laureate, Adah Isaacs Menken, Henry George of the Single Tax Theory, muckraker Frank Norris, novelists Gertrude Atherton and Kathleen Norris, poet George Sterling, historians Joseph Henry Jackson and Kevin Starr, acidic humorist Ambrose Bierce, Stanton Delaplane, Art Hoppe, Charles McCabe and Pauline Phillips, better known as “Dear Abby.”

And, they meet Candy Caen, Hurry Caen, Raisen Caen—his bylines on the *X-Ray*, his Sacramento high school paper—Mr. San Francisco, Herb Caen.

#### THE HERB CAEN OFFICE

San Francisco’s greatest storyteller—in a three-dot sort of way—was Herb Caen, who faithfully performed that job for nearly 60 years.



Writing for both the *Chronicle* and the *Examiner*, he left an invaluable social history of San Francisco for the generations to come.

Our history museum should reserve a special place for storytelling and story sharing. Storytelling and role-playing are especially effective learning tools for young visitors. Levi Strauss can tell them just how he and Jacob Davis made those overalls and why they went from brown to blue.

Story sharing is critical to a modern museum as well. Our museum has a duty to collect and preserve family histories and to conduct an active oral history program. A computerized "Ancestor's Archive" can eventually be established so that the people of the community and the greater Bay Area can trace their family's history in the City.

This storytelling and story sharing space should be "THE HERB CAEN OFFICE," –a re-creation of his office across the street at the *Chronicle*, with a place of honor for his "loyal Royal." Through filmed and taped interviews with Herb, visitors can get a perspective of life in San Francisco from 1938-1997.

After a breakfast of Shredded Wheat, half a banana and the daily papers, Herb created his column for the next day. Arriving at his office at 10 a.m., he checked dozens of phone calls and hundreds of letters, deciding on the stories he would use. Then he typed the information on 3x5 scraps of paper that he put in the "item smasher," a small metal box. Around 11 a.m., he went through the items and picked the sequence in the column. Then he closed his door, and for the next two hours pecked out the column on his "loyal Royal."

Herb Caen used to say that "three-dot columns aren't written. They accumulate, like hash." Visitors could accumulate columns that the museum publishes periodically in its newsletter by contributing to an "item smasher" in Herb Caen's Office. The space could also be the focal point for an ongoing educational program and lecture series on the subject of "Journalism and the Public," in partnership with our across-the-street neighbor, the *Chronicle*. Both the public and the paper would benefit.

### SPECIAL EXHIBITIONS

In addition to our permanent exhibition and our Herb Caen Office, we should leave space for rotating exhibitions so that the museum will remain "fresh" for repeat visitors and members. The history of sports in San Francisco, the labor union struggle, family department stores, historic banking institutions are just a few ideas. We might have visiting exhibitions from other institutions such as the African American Historical Society, the Chinese Historical Society of America, the Lesbian Gay Bi-Sexual Transgender Historical Society, the Mexican Museum, the Italian American Museum and the Jewish Museum, to name a few.

### PART OF THE MAIN

Recognizing that the historical process is a dynamic one, visitors should be encouraged to follow appropriate paths out into the City and into the greater Bay Area. For example, our story of Alma de Bretteville Spreckels can lead visitors to the Fine Arts Museums. It is important in today's world of ever-more-sophisticated technology to see that a city is not an island but a part of the main. Our museum must also be part of the main and make every effort to attract the Bay-Area-wide membership and visitorship that will be a constant life source and the attention of worldwide visitors as well.

From the outset, considering the depth and breadth of the San Francisco story—particularly in its regional context—our museum should organize itself as a hub of history. Our space is limited, but we can play a critical role in disseminating local history. From our hub, we can send out spokes to the multiplicity of San Francisco and Bay Area history museums, libraries, historical societies and historical sites.

For example, as a library and research center is critical to any museum, and we do not have the expertise, the materials, nor the space to have such a facility within our walls, we can send our visitors to the San Francisco History Center at the San Francisco Public Library where experts reign.

A special computer area can allow visitors to virtually visit other institutions and locations. On a gigantic electronic and interactive map, museum goers could point to a spot on the map and see and hear its story and how to visit it. At the “African American Society of the Presidio,” for example, they would learn the too-little-known story of the Buffalo Soldiers. They would, undoubtedly, be so fascinated that they would want to visit the Presidio, the place where these African Americans served our country. Our virtual visitor center can immeasurably amplify our mission and serve our patrons.

### THE PERFECT HOME

A San Francisco History Museum finds its perfect home in the Old Mint. San Francisco’s oldest stone structure, an elegant Greek Revival expression of the supreme confidence of the American federal government in California and in San Francisco at the end of the tragic Civil War, this United States Mint, the second in San Francisco, was dedicated on November 5, 1874. In 1875, its first full year of operation, 1,250,600 gold pieces valued at \$24,674,000 were coined.

The City too had confidence in itself and pride in its noble new structure. The *San Francisco Call* on November 1, 1874 boasted of the Mint: "The fire department will have little trouble quenching any conflagration that may arise with its walls, and unless an earthquake gives it a subterranean quietus, it bids fair to stand up for centuries."

The Mint survived the earthquake and fire of April 18, 1906. But not without a monumental struggle. Much of San Francisco burned to the ground because the earthquake's violence cracked open the City's water pipes, leaving the firefighters helpless before the relentless flames. In a stroke of good fortune and even greater foresight, just three weeks before the disaster, the Mint had completed its own water supply system of wells in the inner court and hydrants and hoses on each floor.

Fifty brave, self-sacrificing Mint employees, whose own homes had been either destroyed or were threatened, along with a group of U.S. soldiers, struggled against the ferocious flames that melted the Mint's window glass and threw exploding embers onto the roof and into the court stacked with lumber. On that fateful day, around the clock, these determined souls handled one-inch hoses and toted endless buckets of water to threatened locations. San Francisco citizens saved the Mint and its precious contents.

#### A MUSEUM IN AN ARTIFACT

The Mint with 200 million dollars in its vaults stood amidst the rubble of a fallen city. Through the terrible ordeal, the Mint assumed both private and public banking functions and handled relief funds for the wounded community. Her house of gold came through the fire and enabled the rebirth of San Francisco.

Two of Earth's most spectacular elements, gold and fire, are the quintessential symbols of this glittering and fiery town. Gold: bright and beckoning; conducive to molding and shaping; capable of being drawn in threads and woven into precious fabric; free from the liability to rust. And, the fire that can melt gold—but not destroy it.

Our visitors will learn the seminal tale of the earthquake and fire through the history of the museum itself. This notion is in keeping with walking in the pathways of history and visiting both actual and virtual historical sites.

Visitors have been impressed by the Mint for more than a century. Benjamin Taylor, a visitor to San Francisco in 1878, described his experience:

“There was always something going up and coming down that cruel pile of stone steps. Every day, Express wagons and huge drays with elephantine horses came and went. They brought tons of silver bricks and loads of gold bullion. They drew away hundreds of thousands of dollars in coin. I saw the great horses gather themselves up for a scratch of a pull when they started the solid load on the level pavement. Every day, men and boys with shouldered canvas bags of coin went up and down.”

A few short months after the earthquake and fire, correspondent Sydney Tyler described the Mint this way:

“The branch of the United States Mint on Fifth street, and the new Post Office at Seventh and Mission streets are striking examples of the superiority of workmanship put into Federal buildings. The old Mint building, surrounded by a wide space of pavement, was absolutely unharmed. The Mint was able to resume business at once.”

It is our task to see that the Old Mint is once again open for visitor business.

## VISITOR BUSINESS

The San Francisco History Museum at the Old Mint will be an economic asset to the City of San Francisco with visitor services, retail opportunities and social amenities. Having organizations such as the San Francisco Convention and Visitors Bureau in the complex will amplify the visitor opportunities in the City and in the Bay Area.

We should seek to include in the complex a branch of one of our historic banks with costumed employees and historical content about San Francisco banking. Wells Fargo, the Bank of America, the Bank of California and California Savings are all very much a part of the San Francisco story.

No part of our museum serving the public should be left untouched by our history. Even the restrooms should have content about historical plumbing and related business establishments and about the history of the plumber's and related trade unions.

In the area we call "The Vault," where the Old Mint's vaults are located, our street-side gift shop and bookstore should have unique items that cannot be found elsewhere: Old Mint mints wrapped in gold. A version of Levi Strauss' first overalls for adults and children. Antique bottles that once were buried beneath San Francisco streets. Antique San Francisco and Bay Area postcard greeting cards.

The coin shop and Gold Rush exhibition of the United States Mint will be a great visitor lure, as gold has lured human beings since the beginning of time.

A top-drawer restaurant and a café serving Old Mint sundaes with mint ice cream at a classic soda fountain—perhaps a re-creation of the famous "Townsend's"—would bring people to the location during and after museum hours, as would a pub.

“Caen’s Corner” will bring a steady clientele from across the street, as well as the general public. With the San Francisco Centre opposite and Bloomingdale’s around the corner in the foreseeable future, Fifth and Mission will be a lively place.

Before or after an elegant evening in one of our rented ballrooms, the public will enjoy the world-class restaurant in the complex, which could, if the owners agree, find its theme in San Francisco’s history.

### VISITOR PLEASURE

It is critical that we think of ourselves as more than an educational institution. Our city history museum is, by definition, a people’s museum. It tells their story. The community should be a constant at the museum. Community events and activities are vital to any modern museum, which is today playing a larger role in the lives of the people than ever before. More people attend museums in America each year than all spectator sporting events combined. Several years ago, in 1998, the figure was 865 million people—nearly three times the number of visitors to our national parks.

At the dawn of the 21<sup>st</sup> century, as the future flashes ever faster before us, museums, as repositories of our shared cultural past, are increasingly becoming places of refuge, contemplation and civic pride, as well as centers of education, entertainment and community activities.

In our auditorium, people will gather for lectures, classes, movies, storytelling, theater and musical presentations. A theater group, such as ACT, might want to partner with us and use the theater for performances on a mutually convenient schedule. We will have holiday events. A puppet show at Christmastime with a new City story each year. A Hallowe’en Ball where guests come as their favorite San Francisco characters.



The gravitation toward the museum in a racing—and more than ever uncertain—world chasing its digital tail is to the solidity of an institution that showcases permanence—the enduring cultural touchstones collected by a society—and belonging—a shared history of art, artifacts and archival materials—and identity—an expression of who we are and how we want to be remembered.

### THE DRAMA QUEEN

How do we want to be remembered? What is to be our story?

I will let a far more eloquent person than I express it. Theophile De Rutte, Swiss Consul for California, was sitting contentedly on a hill high above San Francisco on Christmas Eve in 1849:

“At my feet stretched out this mushrooming city, grown out of the Mexican pueblo like a mighty oak out of an acorn, as if to demonstrate not so much the wondrous power of gold, but rather the unstoppable and prolific expansion of a free people.”

And just to demonstrate the dynamic nature of history and the uncontested position of San Francisco as the historical Drama Queen, De Rutte goes on:

“Night was falling and soon the city seemed to be draped in that luminous mist which envelopes all modern cities, forming a vague and mysterious backdrop pierced by the black masts of a thousand ships.

“I went home scarcely suspecting that in a few hours half of this city I had been admiring would be nothing more than a pile of ashes....”







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*- San Francisco*  
*= Fine Arts Museums*

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

*Minutes*  
**May 29, 2003**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, May 29, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:10 a.m., by Acting Chair Heyman.

Acting Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Charles Crocker  
Susan Goldstein  
Ira Michael Heyman  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

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Excused:

Charles Fracchia  
Ink Mendelsohn  
Melissa Szeto

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Welcome and Introduction of Virginia Elizondo, Deputy City Attorney, and Dr. Raye Richardson and Charles Striplen, Two New Members of the SFMHS Advisory Committee – Ira Michael Heyman, Acting Chair**

Acting Chair Heyman introduced Deputy City Attorney Virginia Elizondo, who replaces Adine Varah while she is on leave through the end of 2003. Two new members, Dr. Raye Richardson and Charles Striplen, were then welcomed to the

Advisory Committee. Committee members introduced themselves. Mr. Striplen, a research associate at the San Francisco Estuary Institute, works on the San Francisco Bay Historical Ecology Project, a region-wide effort to reconstruct landscape change through time. The former chair of Black Studies at San Francisco State University, Dr. Raye Richardson has most recently been working with the Museum of the African Diaspora.

A copy of the certification of initial membership for Mr. Striplen and Dr. Richardson, dated May 20, 2003 and signed by the Clerk of the Board of Supervisors, was distributed. Mr. Striplen and Dr. Richardson were appointed to the Advisory Committee for one year terms to end April 21, 2004 and April 14, 2004, respectively. Acting Chair Heyman will appoint the two new members to one of the working committees discussed below.

#### IV. Report of the Acting Chair – Ira Michael Heyman

- A. Consideration and Possible Action to Approve the Minutes of the March 27, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the March 27, 2003 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Status Report on the Proposed Vision Statement for a San Francisco History Museum, *The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint* – Ira Michael Heyman, Acting Chair, for Ink Mendelsohn

In the absence of Ink Mendelsohn, Acting Chair Heyman reported on discussions with Kevin Starr, San Francisco historian and State of California librarian, who was asked to assist in articulating the San Francisco story in a compelling and unique way. Mr. Starr felt it inadvisable at this time to offer such assistance as the SFMHS might seek Proposition 40 funding in the future. Mr. Starr chairs the advisory committee responsible for making recommendations regarding the distribution of the \$120 million of Proposition 40 funds dedicated to cultural organizations.

- C. Announcement of Melissa Szeto's Resignation as Executive Director of the Chinese Historical Society of America

In a letter dated April 4, 2003 addressed to the Board of Supervisors, Melissa Szeto announced her resignation as Executive Director of the Chinese Historical Society of America and stated her interest in continuing to serve on the Advisory Committee through the balance of her one-year term to end in December 2003. A subsequent letter dated May 5, 2003 from Lorraine Dong, Ph.D., President of the

Chinese Historical Society of America, addressed to Mr. Lazarus, suggests that it would be more beneficial to be represented by an individual who is more directly involved with the Chinese Historical Society of America. Mr. Lazarus will respond to Dr. Dong's letter and refer her to the Board of Supervisors, who appointed Ms. Szeto to the Advisory Committee at the recommendation of the SFMHS.

D. Report on the Acting Chair's Attendance at the May 22, 2003 Meeting of the SFMHS Board of Directors

Acting Chair Heyman advised that he attended the May 22, 2003 meeting of the SFMHS Board of Directors. He noted that the significance of the Old Mint project might involve restructuring of the SFMHS Board as it strives to meet the challenges of creating a San Francisco Museum. Acting Chair Heyman suggested that it may be helpful for some members of the Advisory Committee and SFMHS Board of Directors to meet on an ongoing basis to discuss some of the major issues involved in establishing the San Francisco Museum.

The Advisory Committee recognized that the transfer of title for the Old Mint to the City represents a step of major consequence. The SFMHS Board is assuming a meaningful obligation and must be prepared to assume responsibility. Richard Moran, President of the SFMHS Board of Directors, assured the Advisory Committee that the SFMHS Board is fully aware of the significance of these developments.

E. Other Informational Items

Acting Chair Heyman distributed the appended diagram prepared by Deputy City Attorney Adine Varah, which depicts a possible structure for the presentation of a unifying theme, narratives and collections of a San Francisco Museum. The vision statement and diagram will be discussed at greater length at a future meeting.

Mr. Parker stated the necessity of greater community outreach to gain support for the San Francisco Museum effort. He suggested consideration of a public symposium involving the public and organizations committed to San Francisco history to clarify the concept and content of the San Francisco Museum and to also develop community relationships. Acting Chair Heyman discussed the need to retain professional staff to implement ideas of this type. Due to financial constraints, it may be more feasible to hire a consultant on a short-term basis, or identify one or two knowledgeable professionals willing to help on an interim basis.

Susan Stryker volunteered to assist in organizing a one-day conference this fall. Mr. Parker suggested that Neil Harris from the University of Chicago, who is particularly adept at taking artifacts and collections and generating thematic awareness, be considered to participate in this effort. Acting Chair Heyman strongly supported this idea and offered to contact Mr. Harris at the appropriate time. Mrs. Wilsey noted that private individuals or local foundations could be approached for funds to cover the

costs of organizing a symposium. Acting Chair Heyman requested the Working Group on Collections, chaired by Susan Goldstein, to assist in developing the symposium.

**V. Reports of the Working Committees**

Acting Chair Heyman noted that the May 29, 2003 minutes include detailed reports from two of the three working committees, the Working Committee on Collections and the Working Committee on Development and Funding. The third Working Committee, Governance, briefly convened following the May 29<sup>th</sup> meeting. Background information enumerating different types of City funding, or support of arts organizations as either a government entity, property owner or grant recipient, was drafted by Deputy City Attorney Varah for consideration by the Governance Committee. This document is appended to the minutes of the February 26, 2003 Advisory Committee meeting. Acting Chair Heyman proposed that the working committees reconvene in June for report at the next Advisory Committee meeting on July 29, 2003. It was the consensus that summer vacations would not interfere with a scheduling a July 29<sup>th</sup> meeting.

**VI. Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus**

- A. Status Report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint, 88 Fifth Street, San Francisco

The report on the San Francisco Museum and Historical Society's Re-Use Proposal for the San Francisco Old Mint was discussed as part of the next agenda item.

- B. Review and Discussion of the Exclusive Negotiating Agreement Between the SFMHS and the City of San Francisco for the Sixty-Six Year Lease of the Old Mint – Michael Cohen, Deputy City Attorney<sup>1</sup>

Acting Chair Heyman introduced Michael Cohen, lead attorney for the City Attorney's real estate and finance group, who reviewed the Exclusive Negotiating Agreement (ENA) between the SFMHS and the City of San Francisco for the sixty-six year lease of the Old Mint. Mr. Cohen explained that a large part of his practice is devoted to public/private partnerships, referred to as joint development projects, on City-owned land. Joint development projects follow a fairly well established procedure, and part of that process is the development of the ENA.

Mr. Cohen noted that the Mayor established a task force, which is now disbanded, to review Old Mint options and explore the feasibility of the City's planned acquisition of the building from the Federal government. A request for proposals was

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<sup>1</sup> Due to a scheduling conflict and at the request of Deputy City Attorney Michael Cohen, this matter was taken out-of-order and discussed at the beginning of the meeting.



issued, and of the three submitted proposals, the SFMHS proposal to establish a San Francisco Museum was selected for exclusive negotiations.

The City Attorney's Office works with private sector partners to prepare all of the transaction documents and a variety of planning actions, such as amending the planning code to accommodate the acquisition of Federal property, and the environmental impact review (EIR) required by the California Environmental Quality Act (CEQA). The City may not grant development rights until the EIR has been completed. Mr. Cohen discussed the possibility of a negative declaration if it is determined that the environmental requirements were accomplished as part of the transfer of the Old Mint from the United States General Services Administration (GSA) to the City. This would constitute a categorical exemption. During the term of the ENA, the City agrees to exclusive negotiations with the private sector partner, and both parties enter into a good faith effort to develop transaction and planning documents required for the final approval of the project by the Board of Supervisors. There are two principal, governing documents, a Disposition and Development Agreement (DDA) and a sixty-six year ground lease. The DDA governs the construction of the project and includes certain principal conditions, namely, a guaranteed maximum price contract and the financing component. Once construction is complete, the certificate of completion is recorded, and the terms of the DDA are no longer enforceable. Upon completion of the project, the ground lease governs operations for a period of sixty-six years.

From a public agency's perspective, the schedule of performance, which establishes milestones to make sure the project is proceeding on schedule, is a critical element of the ENA. An important milestone is the development of the term sheet, which lists the key elements of the DDA and the ground lease, and identifies the key transactions in preparation for sign-off of the final transaction documents for this leasehold financing project by the Board of Supervisors.

There is no city commission with jurisdiction over the Old Mint, and, therefore, the Board of Supervisors will approve the various phases of the Old Mint project. In the next several weeks, the Board of Supervisors will take action to formally approve the transfer of ownership of the Old Mint from the GSA to the City and to endorse the ENA. In the next 10-12 months, the following approvals will be required: a) Board of Supervisors' approval of the term sheet describing the general parameters of the project; b) Planning Commission's approvals including the certification of the EIR; and c) approval of the final project by the Board of Supervisors.

Thirty days after the ENA is executed, the conceptual plan for the Old Mint requires the approval of the State Office of Historic Preservation. Timetables for fund-raising, and the development of architectural plans and the EIR become effective. Mr. Lazarus noted that the SFMHS assumes responsibility for Old Mint maintenance (utilities, pest control, graffiti removal, and minimal landscaping) upon the transfer of title of the building to the City. The City received a federal economic development grant of approximately \$500,000, which funded elements of the project proposal and

will provide funds for extra security and to insure the building against liability. The GSA incurred about \$100,000 per year in holding costs for the Old Mint; the amount of annual holding costs to the SFMHS is estimated at one-half that amount. To reduce maintenance costs, an effort will be made to arrange for services to be donated by labor unions and/or service providers. It is anticipated that average monthly development costs of \$150,000, associated with the EIR, architectural, engineering and seismic planning, will be incurred over the next year prior to applying for a building permit.

Mr. Lazarus advised that the Old Mint project is overseen by two City departments, the Office of Economic Development and the Department of Real Estate. The latter department holds title to real estate not otherwise assigned to a commission.

Information was circulated regarding the Finance Committee meeting, chaired by Supervisor Aaron Peskin, scheduled for Wednesday, June 4, 2003, at 12:30 p.m., in Room 261 of City Hall. At this meeting, the Finance Committee of the Board of Supervisors will consider adopting a resolution endorsing the City's entering into an Exclusive Negotiating Agreement with the San Francisco Museum and Historical Society for the development of the Old Mint.

C. Status Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

A \$50,000 payment to the City to cover the costs associated with the historic preservation consultant will be required immediately following the signing of the ENA. In addition to the June 30, 2003 event discussed below, other fund raising activities include: 1) a \$100,000 loan from the National Trust for Historic Preservation, which requires identification of collateral sources; 2) a \$500,000 appropriation request from Senator Dianne Feinstein for the October 1 fiscal year; 3) a National Park Service matching grant of \$500,000 through the "Saving America's Treasures" program; 4) an appropriation from the \$120 million balance of Proposition 40 funds designated for museums and cultural organizations to be disseminated through an advisory committee chaired by Kevin Starr; 5) a number of grant proposals to various foundations; and 6) the commemorative coin legislation, which is in the process of seeking sponsors.

Acting Chair Heyman emphasized the significance of the fund-raising effort over the next year. He noted the critical importance of the SFMHS to develop a concrete idea of what the San Francisco Museum will be, ranging from artifacts to narrative presentation, in order to maximize fund-raising opportunities.

D. Report on the June 30, 2003 Event at the Old Mint Celebrating the Execution of the Exclusive Negotiating Agreement for the Sixty-Six Year Lease of the Old Mint

Mr. Lazarus reported that a mailing will be sent in the next several days to 800 potential supporters inviting them to become charter members of the San Francisco



Museum and Historical Society at the Old San Francisco Mint, and to attend the Charter Member Preview and Reception on Monday, June 30, 2003, from 5:30 to 7:30 p.m., at the Old Mint. Charter membership is \$1,000. A second mailing to approximately 3,000 members of the SFMHS and San Francisco Beautiful invites individuals to attend the celebration "From Mint to Museum" at \$75 per person on June 30<sup>th</sup>, from 6:30 to 8:00 p.m., at the Old Mint. Many of the goods and services have been donated; it is hoped that the event will net \$100,000. Mr. Lazarus noted that \$50,000 of the proceeds will be allocated to the City upon the signing of the ENA to cover the costs of the historic preservation consultant.

E. Other Informational Items

Mr. Lazarus reported that volunteers are being organized next month to put the collections at Treasure Island in some order prior to initiating the cataloguing and inventory effort. Tomorrow, an intern will begin to catalogue and inventory the collection of amusement devices comprising the Musée Mécanique at Pier 45 in preparation for the fall exhibition, *Amusing America*. This exhibition, organized by Ink Mendelsohn, will examine participatory, commercial amusements in urban America with a major focus on San Francisco.

**VII. Report of the Director of the Fine Arts Museums of San Francisco – Harry S. Parker III**

A. Status Report on the Joint Project Between the Fine Arts Museums and San Francisco Museum and Historical Society to Catalogue and Inventory San Francisco History Objects

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. Approximately 1,207 objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. The 1,207 objects fall into the following categories: 1) 146 paintings (portraits and mission landscapes); 2) 827 documents (crayon enlargements of people significant to San Francisco history, maps, photos, lithographs, certificates, and theater programs); and 3) 234 objects (tools, miner or Gold Rush paraphernalia, ribbons, guns, signs and furniture. The phase of the project to catalogue and inventory San Francisco history objects at the Museums' warehouse facility is nearing completion, and Ms. Grinols will soon focus on the San Francisco history objects stored at the Legion of Honor and the Interim de Young.

For the benefit of the two new Advisory Committee members, Mr. Parker discussed the conclusion reached by the Advisory Committee at its March 27, 2003 meeting. At that meeting, the Advisory Committee agreed: 1) that the modest collections of the SFMHS and FAMSF were not sufficient to justify spending millions of dollars to restore the Old Mint to house and protect these San Francisco history items; and 2) that a narrative, experiential history museum model utilizing some historical

artifacts should be explored for the San Francisco History Museum. The SFMHS must further define its mission, collections policy, and commitment to the provision of necessary museum support services, such as conservation, registration, research and scholarship. Mr. Crocker suggested the future possibility of the SFMHS contracting for these services from FAMSF, which would avoid duplication of services and contain costs.

- B. Status Report on the Establishment of Internships for Museum Studies Program Students from San Francisco State University to Assist with the Above Project – Harry S. Parker III for Charles Fracchia

In the absence of Charles Fracchia, Mr. Parker welcomed Pat Holliway from the Museum Studies Program at San Francisco State University. She recently started a two month internship with the Museums to assist with the project to catalogue and inventory FAMSF San Francisco history objects.

#### **VIII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. One individual provided public comment:

Bea Watson, Project Coordinator, New de Young Museum Project – Requested clarification as to whether a collections based approach is being considered, or a “living” museum such as the Holocaust Museum in Washington, DC, which constructs historical narratives through artifacts and different kinds of informative projects.

#### **IX. Adjournment – Ira Michael Heyman, Acting Chair**

The next regularly scheduled meeting will be held on Tuesday, July 29, 2003, at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. There being no further business, the meeting was adjourned at 10:55 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

## CITY AND COUNTY OF SAN FRANCISCO



DENNIS J. HERRERA  
City Attorney

## OFFICE OF THE CITY ATTORNEY

ADINE K. VARAH  
Deputy City Attorney

DIRECT DIAL: (415) 554-4670  
E-MAIL: Adine.Varah@sfgov.org

**MEMORANDUM  
PRIVILEGED & CONFIDENTIAL**

TO: Ira Michael Heyman, Acting Chair  
San Francisco Museum and Historical Society Advisory Committee

FROM: Adine K. Varah *AKV*  
Deputy City Attorney

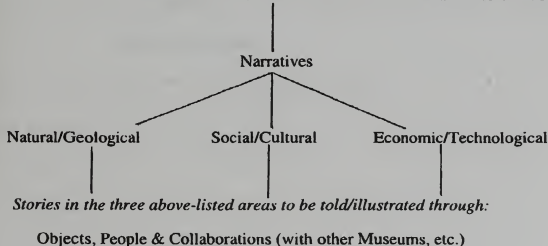
DATE: May 28, 2003

RE: Diagram Regarding Structure for Presentation of Narratives and Collections

As you requested, the following is a typed version of the diagram I prepared during the last meeting of the SFMHSAC on March 27, 2003. As you may recall, during that meeting the Committee discussed possible ways in which the San Francisco Museum and Historical Society could present its theme, narratives and collections to the public in light of its available resources and collections.

One option discussed in detail was as follows:

Unifying Theme  
(i.e. the "End of the Rainbow/Visions of the San Francisco Museum at the Old Mint")



cc: Judy Gough, Executive Secretary





## San Francisco Museum and Historical Society Advisory Committee

July 29, 2003

### OFFICIAL MEETING NOTICE

San Francisco Museum and Historical Society

Advisory Committee

Tuesday, July 29, 2003

9:00 a.m.

Fine Arts Museums of San Francisco

233 Post Street, 6<sup>th</sup> Floor Conference Room

San Francisco, CA

### AGENDA

### ORDER OF BUSINESS

- I. Calling of the Meeting to Order - Ira Michael Heyman, Acting Chair
- II. Calling of the Roll

### Members

Charles Crocker

Charles A. Fracchia

Susan Goldstein, Acting Vice Chair

Ira Michael Heyman, Acting Chair

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Ink Mendelsohn

Richard Moran

Dr. Raye Richardson

Charles Striplen

Susan Stryker

Diane B. Wilsey

Absences to be Excused

There will be an opportunity for public comment before or during each agenda item.

IV. Report of the Acting Chair – Ira Michael Heyman Action

A. Consideration and Possible Action to Approve the Minutes of the May 29, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)

B. Consideration and Possible Action to Approve a Proposal for a Meeting on September 17, 2003 of Representatives from Organizations in the San Francisco Area Dedicated to Subject Matters of Relevance to the History of San Francisco to Discuss the Concept of a San Francisco History Museum (See Appendix B – Draft Letter of Invitation for Proposed September 17, 2003 Meeting and Draft List of Organizations To Be Invited to Participate) Action

C. Status Report on the Proposed Vision Statement for a San Francisco History Museum, *The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint* – Ink Mendelsohn

D. Report on Nomination of Philip Choy to Replace Melissa Szeto on the SFMHS Advisory Committee

**E. Other Informational Items**

**Discussion**

**1. Discussion of Concept of Creating Community Partnerships - Ink Mendelsohn**

**Discussion**

**V. Reports of the Working Committees**

**Discussion**

A. Report of the June 17, 2003 Meeting of the Working Committee on Development and Funding – Ira Michael Heyman for Diane B. Wilsey, Chair

**Discussion**

B. Report of the July 8, 2003 Meeting of the Working Committee on Collections and Programming – Susan Goldstein, Chair

**Discussion**

I. Consideration and Possible Action to Propose to the Board of Directors of the San Francisco Museum and Historical Society that a Symposium be Organized with the SFMHS Advisory Committee Involving History Museum Professionals, Relevant Scholars, and the Public on Saturday, December 6, 2003

**Action**

**VI. Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus**

A. Report on the June 30, 2003 Fund-Raising Event, "From Mint to Museum", at the Old Mint

**Discussion**

B. Status Report on the Exclusive Negotiating Agreement Between the SFMHS and the City of San Francisco for the Sixty-Six Year Lease of the Old Mint

**Discussion**

C. Status Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

D. Other Informational Items

**Discussion**

**Discussion**

**VII. Report of the Director of the Fine Arts Museums of San Francisco – Harry S. Parker III**

**Discussion**

A. Status Report on the Project to Catalogue and Inventory San Francisco History Objects – Robert Futernick, Associate Director, for Harry S. Parker III, Director of Museums



**B. Other Information Items**

**Discussion**

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee.

Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

**IX. Adjournment - Ira Michael Heyman, Acting Chair**

**Action**

**Public Meeting Requirements Relating to Accessibility**

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a

reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

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Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

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Donna Hall, Administrator

Sunshine Ordinance Task Force

City Hall, Room 409

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102-4683

Office: (415) 554-7724

Fax: (415) 554-7854

E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco

Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of

San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

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= Fine Arts Museums

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**July 29, 2003**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, July 29, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:10 a.m., by Acting Chair Heyman.

Acting Chair Heyman presided.

**II. Calling of the Roll**

Present:

Charles Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen

Excused:

Charles Crocker  
Susan Stryker  
Diane B. Wilsey

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society

Staff Excused:

Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

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### **III. Report of the Acting Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the May 29, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the May 29, 2003 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Consideration and Possible Action to Approve a Proposal for a Meeting on September 17, 2003 of Representatives from Organizations in the San Francisco Area Dedicated to Subject Matters of Relevance to the History of San Francisco to Discuss the Concept of a San Francisco History Museum

At the request of Acting Chair Heyman, Susan Goldstein, Chair of the Working Committee on Collections and Programming, presented a proposal to organize a meeting on September 17, 2003 of representatives from organizations in the San Francisco area dedicated to subject matters of relevance to the history of San Francisco. Ms. Goldstein reported that the Working Committee on Collections and Programming met on July 8, 2003, attended by Susan Goldstein, Ira Michael Heyman, Susan Stryker, James Lazarus, Harry S. Parker III, and Judy Gough, and developed a two-part community outreach proposal to gain support for the San Francisco Museum effort.

The first part of the proposal pertains to the organization of a meeting at the Old Mint on Wednesday, September 17, 2003, from 11:30 a.m. to 3 p.m., hosted by the SFMHS Advisory Committee. Representatives of local historical organizations would be invited to discuss the concept and content of the San Francisco Museum and present their ideas. The meeting would initiate important dialogue with these organizations and serve as a first step in establishing future working relationships. In response to a question raised by Dr. Raye Richardson, Acting Chair Heyman explained that the Advisory Committee previously concluded that a narrative, interpretive, experiential history museum model should be explored for the San Francisco Museum. The FAMSF and SFMHS history collections are modest, and a collections-based approach does not support the restoration of the Old Mint in order to house and protect these collections. The September 17<sup>th</sup> meeting would provide a forum for discussion of this concept among the organizations including whether there is an opportunity for loan or transfer of artifacts to the San Francisco Museum.

The Advisory Committee reviewed the appended letter of invitation to the September 17<sup>th</sup> meeting drafted by Acting Chair Heyman, as well as a tentative list of attendees, also attached to these minutes. Ms. Goldstein advised that the September 17<sup>th</sup> meeting would begin with a tour of the Old Mint building, followed by lunch and discussion sessions in the afternoon. This meeting is a prelude to a second larger and

more structured all-day symposium scheduled for Saturday, December 6, 2003, which is discussed below (see agenda item V., B., 1.).

Charles Fracchia noted that a number of local, smaller historical organizations might be added to the list of attendees. He will collate some additional names to be included in the invitation list. Advisory Committee members were asked to carefully review the letter of invitation and list of attendees, and communicate any changes to the letter, and/or additions to the list to Mrs. Gough. Richard Moran suggested that an appropriate representative of the San Francisco Unified School District, or perhaps a professional organization of history teachers, be added in view of the curriculum requirement that all fourth and fifth graders study California history. Charles Striplen further suggested that a representative from the Mission district be included, perhaps the historian of the Mission Delores. Also, Joseph Myers, the Director of the California Indian Museum in Santa Rosa, should be included. A representative from the Ohlone community and the National Park Service will also be invited to the September 17<sup>th</sup> meeting.

Funding to cover the costs of the September 17<sup>th</sup> meeting and December 6<sup>th</sup> Symposium was briefly discussed. Mr. Fracchia and Mr. Lazarus agreed to develop a budget and identify funding opportunities for discussion with Mr. Parker.

A motion was made and seconded to approve the proposal that the SFMHS Advisory Committee organize a meeting on September 17, 2003 of representatives from organizations in the San Francisco Area dedicated to subject matters of relevance to the history of San Francisco to discuss the concept of a San Francisco History Museum. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to proceed with organizing the September 17<sup>th</sup> meeting. The Working Committee on Collections and Development will meet later this month to finalize the program for the September 17<sup>th</sup> meeting. Mr. Lazarus will contact the General Services Administration Building Manager, an authority on the historic significance of the Old Mint, to determine his availability to lead tours at the September 17<sup>th</sup> meeting and December 6<sup>th</sup> Symposium.

- C. Status Report on the Proposed Vision Statement for a San Francisco History Museum, *The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint* – Ink Mendelsohn

Ink Mendelsohn discussed the concept of forming community partnerships dedicated to the creation of the San Francisco Museum. She suggested that the appended document, "San Francisco History Museum Partnerships", might be considered as an addendum to the Proposed Vision Statement for a San Francisco History Museum, *The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint*, appended to the March 27, 2003 minutes. Specifically, the attached statement recommends the pursuit of a technological partnership and an academic partnership at the outset of the creation of the San Francisco Museum. In

particular, the Lucas Company and the Bancroft Library of the University of California could be considered and approached as prospective partners.

In response to a question raised by Dr. Richardson, Mr. Fracchia stated that approximately 500 movies have been filmed with San Francisco as a setting. This may be of particular interest to the Lucas Company and to the public, as well. Ms. Goldstein pointed out that the September 17<sup>th</sup> meeting and December 6<sup>th</sup> Symposium offer additional opportunities to explore other potential partnerships.

Acting Chair Heyman noted that the "San Francisco History Museum Partnerships" document should be brought to the attention of the SFMHS Board of Directors for consideration. Mr. Lazarus advised that discussions are underway with three organizations as potential partners. The numismatic community is interested in developing space in the Old Mint vault to tell the story of the Gold Rush, Silver Strike, minting, and coinage. The Society of Professional Journalists is interested in space devoted to the history of the newspaper, and the local chapter of the National Academy of Arts and Sciences is considering space dedicated to the history of television, radio and electronic media.

Mr. Fracchia stressed the need to be flexible in telling the many stories of San Francisco in order to avoid a static, chronological presentation of subjects and ideas. The San Francisco Museum should be created to attract tourists, as well as repeat, local visitors. It was noted that major city museums exist in Chicago, New York, Washington DC, New Orleans and Boston, but not on the West Coast.

D. Report on Nomination of Philip Choy to Replace Melissa Szeto on the SFMHS Advisory Committee

Acting Chair Heyman reported that in a letter dated July 14, 2003, Melissa Szeto resigned as a member of the SFMHS Advisory Committee, effective immediately. In another letter dated July 10, 2003 from Mr. Lazarus to the Board of Supervisors, the SFMHS nominated Philip Choy, a member and past president of the Board of Directors of the Chinese Historical Society of America, to fill the vacant position. Approval of this appointment by the Board of Supervisors may be delayed until September due to a summer break in August. Mr. Lazarus will confirm the date of approval for report at the next meeting.

E. Other Informational Items

1. Discussion of Concept of Creating Community Partnerships –  
Ink Mendelsohn

This matter was discussed above (see agenda item III., C.).



#### IV. Reports of the Working Committees

- A. Report of the June 17, 2003 Meeting of the Working Committee on Development and Funding – Ira Michael Heyman for Diane B. Wilsey, Chair

In the absence of Diane B. Wilsey, Acting Chair Heyman reported on the June 17, 2003 meeting of the Working Committee on Development and Funding attended by Charles Fracchia, Ira Michael Heyman, Ink Mendelsohn, Richard Moran, Diane B. Wilsey, Harry S. Parker III, and Judy Gough. At the invitation of the Acting Chair, Robert Mendelsohn was present and provided a detailed report on the first-year fund-raising plan for the Old Mint. The minutes of the SFMHS Advisory Committee meetings on January 29, 2003 (pages 15-16), March 27, 2003 (pages 41-42), and May 29, 2003 (page 79) outline the fund-raising objectives. The Working Committee also discussed the June 30, 2003 fund-raising event at the Old Mint addressed below (see agenda item V., A.).

The SFMHS will need to raise approximately \$12 million of the total Old Mint project cost of \$48 million. The Working Committee on Development and Funding is charged with discussing, evaluating and advising the SFMHS Board of Directors concerning its plans for obtaining the funds necessary to pay for:

1. The activities required by the city of San Francisco to satisfy the negotiating agreement between the SFMHS and the City to obtain the sixty-six year lease of the Old Mint;
2. The "soft costs" preparatory to initiating a construction contract for the Old Mint;
3. The capital costs to prepare the Old Mint for occupancy; and
4. The operations of the SFMHS presently and in the future.

The Working Committee briefly discussed the elements of a campaign plan to raise the \$12 million, and Acting Chair Heyman suggested that the next meeting of the Working Committee in early September should be devoted to review and discussion of this matter in detail, including the organization of the capital campaign and targeted donors. Following review and discussion of this matter at a future meeting of the Advisory Committee, the fund-raising recommendations would be submitted to the SFMHS Board of Directors for consideration. Acting Chair Heyman noted that the composition of the SFMHS Board of Directors will need to change to include new members with the capacity to give and to raise the capital required for the Old Mint project. In addition, operating funds must be raised to pay for the permanent museum professional staff required for the project to succeed.

- B. Report of the July 8, 2003 Meeting of the Working Committee on Collections and Programming – Susan Goldstein, Chair
1. Consideration and Possible Action to Propose to the Board of Directors of the San Francisco Museum and Historical Society that a Symposium be Organized with the SFMHS Advisory Committee Involving History Museum Professionals, Relevant Scholars, and the Public on Saturday, December 6, 2003

Chair Goldstein reported on the second part of the community outreach program discussed earlier in the meeting. At the meeting of the Working Committee on Collections and Programming held on July 8, 2003, the Working Committee also recommended that the SFMHS organize a one-day symposium on Saturday, December 6, 2003. This larger and more structured meeting would include history museum professionals and scholars, including representatives attending the September 17<sup>th</sup> meeting, and members of the public. Neil Harris from the University of Chicago, who is particularly adept at taking artifacts and collections and generating thematic awareness, and Barbara Franco, President and CEO of the new City Museum of Washington DC, might be asked to participate. In addition, a facilitator such as Aileen Hernandez might be considered to lead breakout sessions in the afternoon. Participating organizations could be requested to complete a questionnaire to determine their institutional priorities, the strengths and weaknesses of their collections, and their willingness to loan and/or deaccession and transfer objects.

Dr. Richardson suggested that an intern from the museum studies programs at John F. Kennedy University or San Francisco State University be recruited to coordinate the September meeting and December symposium. Mr. Lazarus reported that a potential intern has recently contacted him; he will follow through to determine if this individual is suitable and available to coordinate these events.

Acting Chair Heyman encouraged the pursuit of these suggestions noting that the SFMHS would be responsible for hosting and organizing the symposium.

A motion was made and seconded to approve part two of the proposal recommending to the SFMHS that it organize a one-day Symposium on Saturday, December 6, 2003, at the Old Mint. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to recommend to the SFMHS that it organize a Symposium on December 6, 2003.

Mrs. Gough was asked to send a “save the dates” mailing to the Advisory Committee requesting members to calendar the September 17<sup>th</sup> meeting and December 6<sup>th</sup> symposium.

**V. Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus**

**A. Report on the June 30, 2003 Fund-Raising Event, “From Mint to Museum”, at the Old Mint**

Mr. Lazarus reported on the successful June 30, 2003 event at the Old Mint attended by approximately 500 individuals. “From Mint to Museum” grossed approximately \$101,000 with net proceeds totaling \$65,000. About 75 supporters donated \$1,000 each to become charter members of the San Francisco Museum and Historical Society at the Old San Francisco Mint, and were invited to attend the Charter Member Preview and Reception from 5:30 to 7:30 p.m., on June 30<sup>th</sup>. A second mailing to 3,000 members of the SFMHS and San Francisco Beautiful organizations invited individuals to attend the celebration from 6:30 to 8:00 p.m., and resulted in close to 400 donations at \$75 each. Mr. Fracchia emphasized the enthusiasm the event generated for the San Francisco Museum in the Old Mint and advised that he received many phone calls after the June 30<sup>th</sup> from individuals offering to help with the Old Mint project.

Mr. Lazarus further reported that calls were received after the event from supporters requesting mailing information in order to send donations. The SFMHS Board of Directors was pleased and encouraged by the success of the June 30<sup>th</sup> event.

**B. Status Report on the Exclusive Negotiating Agreement Between the SFMHS and the City of San Francisco for the Sixty-Six Year Lease of the Old Mint**

Mr. Lazarus reported that the Exclusive Negotiating Agreement between the SFMHS and the City of San Francisco for the sixty-six year lease of the Old Mint was executed on July 9, 2003. The \$50,000 check due upon the signing of the agreement was remitted to the City. It was announced that the signing of the Old Mint transfer documents from the United States General Services Administration to the City of San Francisco is scheduled for Monday, August 4, 2003, at 10 a.m., at the Old Mint.

Mr. Lazarus advised that \$50,000 of the proceeds from the June 30<sup>th</sup> fund-raising event was allocated to the city upon the signing of the exclusive negotiating agreement, which covered the costs of the historic preservation consultant. Consultant Robert Mendelsohn noted that a favorable meeting with the State historic preservation officer to review the Old Mint project was held several months ago. Yesterday, another positive meeting was held with representatives from the State Office of Historic Preservation and the City’s Historic Preservation Consultant. Turnbull and Associates, historic preservation consultants, will draft the report to be submitted to the City on August 9<sup>th</sup>, thirty days following the signing of the ENA. Shortly thereafter, it is expected that the City will promptly submit its report to the State Office of Historic Preservation. Mr. Lazarus will provide a copy of the ENA to Acting Chair Heyman.

C. Status Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

Mr. Lazarus reported that numerous fund-raising activities are underway. Approximately \$300,000 in funding is expected through a \$200,000 grant from the Northern California Community Loan Fund, and a \$100,000 loan from the National Trust for Historic Preservation. This funding will move the project forward until the end of calendar year 2003. Mr. Lazarus explained that the collateralization of the \$100,000 loan is being actively pursued. The Northern California Community Loan Fund will decide on the \$200,000 SFMHS grant no later than August 14<sup>th</sup>. In addition to a letter of support from the Mayor, the Advisory Committee discussed the advisability of also submitting a letter of support. A motion was made and seconded to submit a letter of support from the Advisory Committee, to be signed by Acting Chair Heyman and listing the members of the Advisory Committee, to the Northern California Community Loan Fund. There was no further discussion. There was no public testimony. The Advisory Committee voted unanimously to send a letter of support, to be drafted by Mr. Lazarus, to The Northern California Community Loan Fund.

A number of additional grant requests are pending. The Bothin Foundation has expressed interest in supporting *Amusing America*, a major, permanent exhibition at Pier 45, which will combine the histories of San Francisco and the Musée Mecanique. The Bothin Foundation is considering a grant of \$20,000, which will augment the \$40,000 in funding from the California State Library. Ink Mendelsohn has been key to the organization of this exhibition scheduled to open early next year, and has personally raised an additional \$15,000 in funds.

Mr. Fracchia, President of the SFMHS Board of Directors, discussed the SFMHS Board committee structure. There are a number of Board committees comprised of Board and non-Board members including an Executive Committee and a Contracts Committee. A Finance Committee is in the process of being reappointed, and a Development Committee, aimed primarily at raising funds for the Old Mint construction, is under active consideration. Mr. Fracchia stated the need to also raise operating funds, perhaps through an endowment campaign. It is anticipated that the committees will be in place by early September. Mr. Moran commended this effort noting the importance and necessity of broad participation in a strong committee structure as a means of moving forward.

**VI. Report of the Director of the Fine Arts Museums of San Francisco – Harry S. Parker III**

- A. Status Report on the Project to Catalogue and Inventory San Francisco History Objects – Robert Futernick, Associate Director, for Harry S. Parker III, Director of Museums

In the absence of Harry S. Parker III, Bob Futernick, introduced the report on the project to catalogue and inventory San Francisco history objects. He noted that the Museums' database, which includes a images and dimensions of the objects in the permanent collection, is capable of printing images to scale. This technology has been put to use in categorizing the FAMSF San Francisco history collection at the Museums' storage facility, the Legion of Honor, and the Interim de Young facility in South San Francisco.

At the request of Mr. Futernick, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. Ms. Grinols reported that since the last meeting the cataloguing and inventorying of 1,400 San Francisco history objects at the Museums' storage facility has been completed; shortly, the inventory of the San Francisco history collection at the Legion of Honor and Interim de Young will be completed. The 1,400 objects at the storage site, have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. These objects fell into the following categories: 1) 171 paintings (portraits and mission landscapes); 2) 956 documents (crayon enlargements of people significant to San Francisco history, maps, photos, lithographs, certificates, and theater programs); and 3) 283 objects (tools, miner or Gold Rush paraphernalia, ribbons, guns, signs and furniture).

Ms. Grinols noted that Pat Holliway from the Museum Studies Program at San Francisco State University has finished her two-month internship. Ms. Holliway was immensely helpful with the last part of the project at the Museums' storage facility. The Advisory Committee extended sincere appreciation to Ms. Holliway. In response to a question raised by Mr. Fracchia, Ms. Grinols stated that is possible to conduct a database search to produce a list of San Francisco history objects on loan to other institutions.

With regard to the SFMHS storage facility at Treasure Island, Mr. Lazarus advised that the building is under the jurisdiction of the United States Navy, not the Treasure Island Authority. There have been some access concerns, and the Navy changed the locks and entered into a license agreement with the City. The City will license two-thirds of the building from the Navy and sub-license this space to the SFMHS at no cost. The SFMHS collection is being moved to a different part of the storage area, which will be under the exclusive control of the SFMHS. The move should be completed in August and the collection will be organized in such a way that the inventory effort may begin. A \$15,000 grant application has been submitted to the San Francisco Foundation to cover the costs of cataloguing the SFMHS collection.

**VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**VIII. Adjournment – Ira Michael Heyman, Acting Chair**

The next regularly scheduled meeting will be held on Tuesday, September 23, 2003, at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. There being no further business, the meeting was adjourned at 10:45 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

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**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

August 5, 2003

Dear

As you probably know, it now is quite likely that the Old Mint will be refitted and will become the home of a San Francisco History Museum.

I write to you as Chair of the City's Advisory Committee to the San Francisco Museum and Historical Society. This Committee was created by legislation passed by the Board of Supervisors and signed by the Mayor. Among its primary responsibilities are to aid the efforts of the Board of the San Francisco Museum and Historical Society and to keep the City informed of that Board's progress.

Key to the efforts of a San Francisco History Museum is to determine the focus of its collections and the major themes of its exhibition program. The Advisory Committee believes that these questions in the first instance should be thoroughly discussed with representatives from the existing organizations in the San Francisco area dedicated to subject matters of relevance to the history of San Francisco. Primarily, of course, this includes organizations that collect and exhibit artifacts and/or maintain documents and archival records pertaining to events in San Francisco's history and the people who have come to and have inhabited the area.

The Advisory Committee is also interested in how a San Francisco History Museum can coordinate its activities with other relevant organizations in the City and the Bay Area.

The Advisory Committee is organizing a meeting of representatives of the organizations to which I have referred. The meeting is scheduled for the Old Mint on September 17, 2003, from noon to 3 p.m., including a tour of the Old Mint at 11:30 a.m. Lunch will be served. This meeting is a prelude to a second larger and more structured meeting including history museum professionals from elsewhere, representatives from your organizations, and relevant scholars. This second event, scheduled for December 6, 2003, will be hosted by the San Francisco Museum and Historical Society. It will be devoted to the further elaboration of ideas that have emerged in our discussions at the September meeting and (at least tentatively) presentations by folks outside the Bay Area with relevant experience. I hope that its agenda can be one of the subject matters discussed on September 17<sup>th</sup>.

August 5, 2003

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The Advisory Committee is optimistic that a San Francisco Museum of History will become a reality. Your participation in the creation of its program is exceedingly important. I hope that we can count on your presence on September 17th. Please call Jerry Margala at 750-7605 to confirm your attendance. Also, please hold December 6<sup>th</sup> free for the second meeting.

Sincerely,

I. Michael Heyman  
Chair

IMH:jam



San Francisco History Museum Advisory Committee Meeting, September 17, 2003		
Name of Organization	Person Invited	
African-American Museum and Library at Oakland	Rick Moss	
Angel Island Immigration Station Foundation	Katherine Toy	
Bancroft Library	Dr. Charles Faulhaber	
California Council for the Humanities	Ralph Lewin	
California Historical Society	Stephen Becker	
Chinese Historical Society of America	Philip Choy	
California Indian Museum & Cultural Center	Karen Blestman	
Gay, Lesbian, Bisexual, Transgender Historical Society	Susan Stryker	
International Museum of Women	Chris Yellon	
Iris & B. Gerald Cantor Center for Visual Arts	Thomas K. Seligman	
Iris & B. Gerald Cantor Center for Visual Arts	Margaret Kimball	
Iris & B. Gerald Cantor Center for Visual Arts	Roxanne Nilan	
Iris & B. Gerald Cantor Center for Visual Arts	Mona Duggan	
Jewish Museum San Francisco	Constance Wolf	
Judah L. Magnes Museum	Joanne Backman	
Labor Archives and Research Center	Lynn Bonfield	
Levi Strauss & Co.	Lynn Downey	
Mexican Museum	William Moreno	
Mission Dolores	Brother Guire Cleary	
Museo Italo Americano	Julie Benbow	
Museum of the African Diaspora	Pat Johnson	
National Japanese American Historical Society	Rosalyn Tonal	
National Park Service	Susan Ewing Haley	
National Park Service	Steve Haller	
National Park Service	Ray Murray	
Oakland Museum	Dennis M. Power	
Rosie the Riveter Trust	Thomas K. Butt, FAIA	
San Francisco Airport Museums	Blake Summers	
San Francisco Architectural Heritage	Charles Chase (Don Andreini will attend)	
San Francisco Foundation	John Killacky	
San Francisco Maritime National Historical Park	Mary Jo Pugh	
San Francisco Performing Arts Library & Museum	David Humphrey	
San Francisco Public Library	Susan Goldstein	
San Francisco Public Library	Kathy Lawhun	
San Mateo County History Museum	Mitch Postel	
Society of California Pioneers	Peter Flagg	
Treasure Island Museum Association	John C.W. Carroll (bringing Claire Isaacs)	
Wells Fargo	Robert Chandler	

## SAN FRANCISCO HISTORY MUSEUM

### PARTNERSHIPS

The San Francisco History Museum is a *tabula erasa*. Being a “blank tablet” has both liabilities and advantages. We have discussed such liabilities of the San Francisco Museum and Historical Society as its lack of funds, its lack of collections and its lack of experience. This morning I’d like to bring up a few advantages that present themselves due to its lack of having yet existed at all. There are advantages to creating a museum from “scratch.” Foremost among them is the chance to reap the harvest of new ideas and opportunities now available to museums in a world much-changed from the previous centuries in which museums were created—without having to break with cherished traditions.

The new San Francisco History Museum can take advantage of:

TECHNOLOGICAL ADVANCES IN: MUSEUM CONSTRUCTION, EXHIBITION  
CREATION, COLLECTION MANAGEMENT, INFORMATION AND  
COMMUNICATION

INNOVATIVE CONCEPTS FOR COMMUNITY OUTREACH AND CIVIC  
ENGAGEMENT

NEW RESOURCES FOR FUNDING, SERVICES, AND INFRASTRUCTURE

The museum might once have been likened to an actor regaling an audience with a dramatic presentation. The only responsibilities of the audience were to listen and either applaud or, depending on the era, throw rotten vegetables; call for the “hook,” or sit on their hands. In the museum today, everybody wants to get into the act. And the museum itself becomes more and more like a juggler.

The San Francisco History Museum must be a VISITOR ATTRACTION PROVIDING ENTERTAINMENT, an INSTITUTION OF LEARNING PROVIDING EDUCATION and a CENTER OF CIVIC ENGAGEMENT PROVIDING PUBLIC SERVICE and ACCESS.

In a fusion of form and function, technology will be at the heart of the new institution. Technology will provide it a “Wow” look, sound and feel. Technology will enable interactive distance learning, community programs, virtual galleries, connections with other institutions and with the public.

The juggler’s job can be made much easier with a little or a lot of help from his or her friends. PARTNERSHIPS are, increasingly, the answer for America’s museums. In the case of the San Francisco History Museum these alliances can be formed during the creation of the museum as an integral part of its makeup. There are no noses to be put out of joint nor toes to be stepped on. Our partners can be there at the creation.

The new San Francisco History Museum should immediately set out to form partnerships in: BUSINESS, ACADEMIA and in the COMMUNITY.

I would like to suggest two logical partnerships that should be pursued at the outset: A TECHNOLOGICAL PARTNERSHIP that will provide both economic and creative assets to the new institution and an ACADEMIC PARTNERSHIP that will provide it educational assets. For these partnerships, respectively, I suggest approaching the LUCAS COMPANY and the BANCROFT LIBRARY OF THE UNIVERSITY OF CALIFORNIA.

LUCAS will be located in San Francisco; has all the requisite technological and creative skills; has an education division, and should be interested in civic engagement and approval. The BANCROFT LIBRARY is the repository of much of California's history and would likely be interested in expanding its public role.

Partnerships are recognized and rewarded in today's museum world with government funding and grants. The INSTITUTE FOR MUSEUM AND LIBRARY SERVICES and the NATIONAL ENDOWMENT FOR THE ARTS provide funding for partnerships, as do foundations.

[www.ims.gov](http://www.ims.gov)



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/03

**OFFICIAL MEETING NOTICE**

*Fine Arts Museums*

**San Francisco Museum and Historical Society  
Advisory Committee**

DOCUMENTS DEPT.

SEP 18 2003

**Tuesday, September 23, 2003  
9:00 a.m.**

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**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

- I. **Calling of the Meeting to Order and Welcome New Member Philip Choy –  
Ira Michael Heyman, Acting Chair**
- II. **Calling of the Roll**

Members Attending

Philip Choy<sup>1</sup>  
Susan Goldstein, Acting Vice Chair  
Ira Michael Heyman, Acting Chair  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen

Absences to be Excused

Charles Crocker  
Charles A. Fracchia  
Susan Stryker  
Diane B. Wilsey

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<sup>1</sup> Pending receipt of certification of appointment by the Mayor and Board of Supervisors.



There will be an opportunity for public comment before or during each agenda item.

**III. Report of the Acting Chair – Ira Michael Heyman**

- |    |  |                   |
|----|--|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the July 29, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes) | <b>Action</b>     |
| B. | Consideration and Possible Action to Approve Changes in Titles for Ira Michael Heyman from Acting Chair to Chair and for Susan Goldstein from Acting Vice Chair to Vice Chair                | <b>Action</b>     |
| C. | Report on Changes in Membership and Revised Charges for the Working Committees (See Appendix B)  | <b>Discussion</b> |
| D. | Report on a Collaborative Effort with the Board of Directors of the San Francisco History Museum and Historical Society  | <b>Discussion</b> |
| 1. | Report on the Creation of a San Francisco Museum and Historical Society Old Mint Advisory Committee – James Lazarus for Charles Fracchia   | <b>Discussion</b> |
| E. | Report on the Status of the Nomination of Philip Choy to Replace Melissa Szeto on the SFMHS Advisory Committee   | <b>Discussion</b> |
| F. | Other Informational Items  | <b>Discussion</b> |

**IV. Report of the Working Committee on Collections and Programming**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the September 17, 2003 Meeting of Representatives from Organizations in the San Francisco Area Dedicated to Subject Matters of Relevance to the History of San Francisco to Discuss the Concept of a San Francisco History Museum – Susan Goldstein, Chair, Working Committee on Collections and Programming (September 17, 2003 Meeting Material To Be Distributed At Meeting) | <b>Discussion</b> |
|----|---|-------------------|

**V. Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on Planning for the December 6, 2003 Symposium Sponsored by the Board of Directors of the San Francisco Museum and Historical Society Involving History Museum Professionals, Relevant Scholars, and the Public on Saturday, December 6, 2003 | <b>Discussion</b> |
|----|--|-------------------|





B. Status Report on San Francisco Museum and Historical Society Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement **Discussion**

C. Report on Current and Future Exhibitions

1. Report on the Future *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn **Discussion**

D. Other Informational Items **Discussion**

**VI. Report of the Director of the Fine Arts Museums of San Francisco – Harry S. Parker III**

A. Status Report on the Project to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums **Discussion**

B. Other Information Items **Discussion**

**VII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

**VIII. Adjournment – Ira Michael Heyman, Acting Chair** **Action**



Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.



## **Revised Statement of Responsibilities (June 16, 2003)**

### **Working Committee on Collections and Programming**

Collect information concerning the objects and artifacts in the collections of the San Francisco Museum and Historical Society and those relating to San Francisco in other collections, most prominently the Fine Arts Museums, the city archives, and the public library.

Devise means to collect information on like materials in other museums and other organizations and owned by individuals.

Suggest ways for sharing such materials in the future by accession and deaccession, purchase, lending, digital means, and other methods.

Evaluate themes around which to organize the presentations of a "San Francisco Museum of History" that are sufficiently inclusive to facilitate cooperation between the Museum and other organizations that specialize in aspects of San Francisco history.

Suggest means to facilitate interactions between the San Francisco Museum and Historical Society and such other organizations. For instance, should the Advisory Committee play a direct role? If so, what role or roles?

### **Members**

Susan Goldstein, Chair  
Ink Mendelsohn  
Richard Moran  
Raye Richardson  
Susan Stryker



## **Revised Statement of Responsibilities (June 16, 2003)**

### **Working Committee on Development and Financing**

Discuss, evaluate, and advise San Francisco Museum and Historical Society concerning its plans for obtaining the funds necessary to pay for the following:

1. The activities required by the City of San Francisco to satisfy the negotiating agreement between the San Francisco Museum and Historical Society and the City to obtain the 66-year lease of the Old Mint;
2. The "soft costs" preparatory to initiating a construction contract for the Old Mint;
3. The capital costs to prepare the Old Mint for occupancy; and
4. The operations of the San Francisco Museum and Historical Society presently and in the future.

In conjunction with the above, review the adequacy of the plans of the San Francisco Museum and Historical Society to raise significant charitable funds to support the costs so identified.

### **Members**

Diane B. Wilsey, Chair  
Charles Crocker  
Charles Fracchia  
Richard Moran





## **Statement of Responsibilities (February 26, 2003)**

### **Working Committee on Governance**

Explore with the San Francisco Museum and Historical Society various alternatives for governance of the San Francisco Museum and Historical Society including independent status and legal affiliation with the City of San Francisco.

Also explore formal and informal methods for the San Francisco Museum and Historical Society to relate to other organizations that maintain collections and materials relevant to the objectives of the San Francisco Museum and Historical Society.

### **Members**

I. Michael Heyman, Chair  
Philip Choy  
Charles Fracchia  
Charles Striplen



= Fine Arts Museums

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**September 23, 2003**

= Minutes

**I. Calling of the Meeting to Order and Welcome New Member Philip Choy- Ira Michael Heyman, Acting Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, September 23, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:10 a.m., by Acting Chair Heyman, who welcomed new member Philip Choy to his first meeting. Pending receipt of the certification of his appointment to the Advisory Committee by the Mayor and Board of Supervisors, Mr. Choy will attend meetings without the power of vote.

Acting Chair Heyman presided; Mrs. Gough acted as Secretary. Acting Chair Heyman advised that there are four topics in particular to be addressed at today's meeting: a) a report of the September 17, 2003 meeting of representatives from San Francisco history-related organizations and discussion of the December 6<sup>th</sup> Symposium to be sponsored by the San Francisco Museum and Historical Society (SFMHS); b) the organization and re-organization of the SFMHS, including the role of the Old Mint Advisory Committee; c) SFMHS development efforts to organize and raise necessary funds; and d) entering into premature partnerships relating to space in the Old Mint. These topics will be discussed as they appear on the meeting agenda.

**II. Calling of the Roll**

Present:  
Philip Choy<sup>1</sup>  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Charles Striplen

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<sup>1</sup> Pending receipt of the certification of his appointment to the SFMHS Advisory Committee by the Mayor and Board of Supervisors, Mr. Choy attended the meeting without the power of vote.

Excused:

Charles Fracchia  
Charles Crocker  
Dr. Raye Richardson  
Susan Stryker  
Diane B. Wilsey

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society

Staff Excused:

Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Report of the Acting Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the July 29, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the July 29, 2003 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Consideration and Possible Action to Approve Changes in Titles for Ira Michael Heyman from Acting Chair to Chair and for Susan Goldstein from Acting Vice Chair to Vice Chair

Acting Chair Heyman reported that he and Susan Goldstein, Acting Vice Chair, were amenable to changes in title to Chair and Vice Chair, respectively. On motion, duly seconded, there was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve changes in titles for Ira Michael Heyman from Acting Chair to Chair, and for Susan Goldstein from Acting Vice Chair to Vice Chair.

- C. Report on Changes in Membership and Revised Charges for the Working Committees

Chair Heyman advised that the appended changes to the charges and membership of two of the three Working Committees (Collections and Programming and Development and Financing) were made in July 2003. The original charge of the Working Committee on Governance remains unchanged; Philip Choy was added as a member of this Working Committee.

Mr. Parker noted a favorable development regarding the possibility of a City bond measure for the seismic upgrade of the Old Mint. Mr. Lazarus explained that a private/public partnership proposal to develop an organ pavilion at the foot of Market Street to house the 1915 World's Fair organ was expanded in scope to include the seismic/engineering compliance of other public, historic buildings, such as the Bay View Opera House, the Palace of Fine Arts, McLaren Lodge, and the Old Mint. The hard and soft costs associated with the seismic upgrade of the Old Mint is approximately \$9.2 million of the \$50-60 million proposal. The City's Capital Improvement Advisory Committee meets tomorrow to determine the projects to be included in a possible bond financing. Following review and recommendation by the Finance Committee on October 1<sup>st</sup>, the approval of the Board of Supervisors will be necessary to initiate a bond measure and to approve the appropriation of funds to the various projects. The March 2004 ballot could include this bond measure, which would require a two-thirds affirmative vote to pass.

Mr. Lazarus pointed out that the Board of Supervisors will need to be assured that the private financing of each project included in the public financing effort is viable. Chair Heyman suggested that the Working Committee on Governance focus on public financing matters with the private fund-raising effort remaining under the jurisdiction of the Working Committee on Development and Financing.

1. Report on the Creation of a San Francisco Museum and Historical Society Old Mint Advisory Committee – James Lazarus for Charles Fracchia

In the absence of Charles Fracchia, Mr. Lazarus reported that Mr. Fracchia, President of the SFMHS Board of Directors, recently appointed an Old Mint Advisory Committee. The Advisory Committee, comprised of SFMHS Board and non-Board members, is charged with overseeing the Old Mint project. Mr. Moran advised that the role and responsibilities of the SFMHS Old Mint Advisory Committee will evolve over time. It was pointed out that consideration should be given to expanding the membership of the Old Mint Advisory Committee to ensure an appropriate blend of diverse San Francisco histories. Chair Heyman suggested that a joint meeting of the Old Mint Advisory Committee and the SFMHS Advisory Committee may be helpful in the future.

Mr. Moran commented that an increase in the number of SFMHS Board members is under consideration, as well as the restructuring of a SFMHS Board development committee. At the present time, the Executive Director is largely responsible for fund-raising. Chair Heyman emphasized the responsibility of the SFMHS Board to raise funds for the Old Mint, noting that the Working Committee for Development and Financing functions in an advisory capacity. He encouraged the expeditious appointment of a SFMHS development committee. Once appointed, it should meet in joint session with the Working Committee for Development and Financing.

- E. Report on the Status of the Nomination of Philip Choy to Replace Melissa Szeto on the SFMHS Advisory Committee

Mr. Lazarus reported that the nomination of Philip Choy to the SFMHS Advisory Committee is calendared for the October 7<sup>th</sup> Rules Committee meeting. It is anticipated that the Board of Supervisors will act on the nomination on October 14<sup>th</sup>.

- F. Other Informational Items

- 1. Conclusion of Initial One-Year Terms for Members of the SFMHS Advisory Committee

Ms. Goldstein noted that the initial one-year terms of the Advisory Committee members are due to expire at the end of the year. Mr. Lazarus will contact the clerk of the Rules Committee for report at our next meeting.

- 2. Annual Report of the SFMHS Advisory Committee

The second annual report of the SFMHS Advisory Committee will need to be submitted to the Board of Supervisors by March 1, 2004.

#### **IV. Report of the Working Committee on Collections and Programming**

- A. Report on the September 17, 2003 Meeting of Representatives from Organizations in the San Francisco Area Dedicated to Subject Matters of Relevance to the History of San Francisco to Discuss the Concept of a San Francisco History Museum – Susan Goldstein, Chair, Working Committee on Collections and Programming

Chair Goldstein reported that approximately 57 participants attended the September 17<sup>th</sup> meeting of representatives from organizations dedicated to subject matters of relevance to the history of San Francisco. It was pointed out that members of the SFMHS Old Mint Advisory Committee were present at the September 17<sup>th</sup> meeting. Participants toured the Old Mint at 11:30 a.m. and proceeded to the San Francisco Hilton Hotel where the meeting was conducted over lunch.

The meeting provided an opportunity to learn more about a San Francisco history museum at the Old Mint, and a dialogue was initiated between the participating organizations and the SFMHS. All of the organizations invited to the September 17<sup>th</sup> meeting will receive a follow-up mailing including the meeting notes recorded by Aileen Hernandez and a request to save the December 6<sup>th</sup> date for the symposium. The Advisory Committee reviewed the appended list of September 17<sup>th</sup> meeting participants and a compilation of data provided by participants of their respective organizations. Questions and/or ideas from participants relating to artifacts, projects, lending, and collaborations should be referred to Mr. Lazarus.

Mr. Parker recognized that an important public process was started on September 17<sup>th</sup> and suggested that the goal of the December 6<sup>th</sup> symposium should focus on intellectual content and substantive outcomes. Neil Harris, Professor of History at the University of Chicago and an authority on history museums, will be contacted and invited to give the keynote address at the symposium. Barbara Franco, President and CEO of the new City Museum of Washington, DC, will also be asked to participate. The former director of the Museum of the City of New York, Robert Macdonald, will be considered as the third speaker. Chair Heyman concurred that the SFMHS should maximize the opportunity presented by the December 6<sup>th</sup> symposium and the participation of these potential speakers. The September 17<sup>th</sup> meeting surfaced a number of important issues that the SFMHS will have to resolve such as mission, scope of collecting, chronological vs. thematic presentations, and permanent and temporary exhibitions, etc. It will be enlightening to learn of the range of alternatives considered by the City Museum of Washington DC, which faced the same issues under discussion today. Ms. Mendelsohn pointed out the importance of maximizing the use of breakout groups at the symposium.

Chair Heyman suggested that in the quest for financing some decisions are being made prematurely about the San Francisco museum. He expressed concern over dividing the Old Mint into two museums, a numismatic museum and a museum of San Francisco history. Chair Heyman strongly recommended that the San Francisco museum concept be pursued in a holistic manner. Mr. Parker noted that the de Young Museum and Asian Art Museum occupied the same building in Golden Gate Park for many years. Issues pertaining to admission fees, entrances and exists, and shared facilities and staff required constant attention. The SFMHS must determine what the San Francisco museum will be before discussions with outside interest groups are pursued and finalized.

The Advisory Committee acknowledged the critical need for a museum professional to assist the SFMHS in meeting its goals and obligations. It is hoped that funding will be available to retain professional staff and/or consultation by the end of the year. Chair Heyman pointed out that visits to history museums in other cities are an important and stimulating activity for the Advisory Committee to consider as a means of educating itself on the variety of available choices. The Advisory Committee recognized the unusual circumstances of the present situation in which the Old Mint is a building in search of a museum; usually, the museum component is identified and the search for space follows.

Mr. Moran suggested that the December 6<sup>th</sup> symposium be organized around a set of basic assumptions. The Advisory Committee concurred that the development of a fact sheet pertaining to the San Francisco history museum at the Old Mint should be prepared for distribution at the symposium (available square feet, proposed budget, audience attracted by the San Francisco Visitors and Convention Bureau, etc.). Chair Heyman offered to meet with Mr. Fracchia to communicate the content of the above discussion to him.



V. **Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus**

- A. Report on Planning for the December 6, 2003 Symposium Sponsored by the Board of Directors of the San Francisco Museum and Historical Society Involving History Museum Professionals and Relevant Scholars

Mr. Lazarus reported that a budget for the five-month period, August through December 31, 2003, has been developed. It includes funding for the December 6<sup>th</sup> symposium from two grants that are in process, a \$100,000 loan from the National Trust for Historic Preservation, and a \$100,000 grant from the Northern California Community Loan Fund. This latter grant, however, cannot be received until the lease with the City is finalized at the end of 2005. Additional sources of symposium funding will be pursued given the development regarding the delay in receiving this latter grant.

The budget for the symposium is projected at approximately \$20,000 and would include the facilitator consultation fee, rental of chairs and audiovisual equipment, and food and beverages. Honorarium for speakers and airfare may total \$10,000, one-half of the \$20,000 budget. The invitation list will need to be expanded beyond the September 17<sup>th</sup> list of participants to include a balance of attendees representing neighborhood groups, community representatives, members of the Board of Supervisors and other city officials, museum professionals, and scholars. The organization of the breakout groups needs to be carefully considered.

- B. Status Report on San Francisco Museum and Historical Society Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

Mr. Lazarus provided the following fund-raising status report: a) a \$250,000 Senate appropriation bill (VA/HUD) sponsored by Senator Dianne Feinstein is moving forward to the Conference Committee; b) a \$500,000 grant has been submitted to the Saving America's Treasures Program of the National Park Service; c) a \$100,000 application to the National Trust for Historic Preservation Loan Program, which was recently collateralized; d) a \$100,000 grant from the Northern California Community Loan Fund, which cannot be received until the lease with the City is finalized at the end of 2005; and e) submission of a \$15,000 grant to the San Francisco Foundation.

Kate Berland, who is providing administrative support to the SFMHS, was introduced to the Advisory Committee.

- C. Report on Current and Future Exhibitions

1. Report on the Future *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Ms. Mendelsohn reviewed an exhibition outline for *Amusing America* at Pier 45. The exhibition is comprised of three sections: 1) amusing America; 2) amusing



San Francisco; and 3) amusing ourselves. It includes photo murals, text, and sound effects. Private funds continue to be raised in support of the exhibition. Recent discussions with representatives from Great America, the Santa Cruz Beach and Boardwalk Committee, and Disney Enterprises did not result in financial support, but important in-kind services were offered. An exhibition designer begins work on the display in the beginning of October.

**VI. Report of the Director of the Fine Arts Museums of San Francisco – Harry S. Parker III**

**A. Status Report on the Project to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums**

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. Ms. Grinols reported that 1,523 San Francisco history objects have been catalogued and inventoried at the Museums' storage facility and the Legion of Honor (111 objects). The 1,523 objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. These objects fell into the following categories: 1) 174 paintings (portraits and mission landscapes); 2) 960 documents (crayon enlargements of people significant to San Francisco history, maps, photos, prints, lithographs, certificates, and theater programs); and 3) 389 objects (tools, miner or Gold Rush paraphernalia, ribbons, guns, signs and furniture). A number of San Francisco history objects on loan to organizations will need to be identified and included in the cataloguing project.

**B. Report on the SFMHS Storage Facility at Treasure Island**

With regard to the SFMHS storage facility at Treasure Island, Mr. Lazarus reported that the SFMHS history collection was moved over the summer to a different part of the storage facility, which is under the exclusive control the SFMHS. The collection was organized on racks; all boxes are off the floor. The storage space is equipped with dehumidifiers. It is now possible to begin to inventory the collection.

**VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**VIII. Adjournment – Ira Michael Heyman, Chair**

The next regularly scheduled meeting will be held on Thursday, November 20, 2003, at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. There being no further business, the meeting was adjourned at 10:50 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

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San Francisco History Museum Advisory Committee Meeting, September 17, 2003			
Name of Organization	Person Invited	Yes	No
African-American Museum and Library at Oakland	Rick Moss	1	
Angel Island Immigration Station Foundation	Katherine Toy	1	
Bancroft Library	Dr. Charles Faulhaber		1
California Council for the Humanities	Ralph Lewin	1	
California Historical Society	Stephen Becker	1	
Chinese Historical Society of America	Phillip Choy	1	
California Indian Museum & Cultural Center	Karen Blestman		
Gay, Lesbian, Bisexual, Transgender Historical Society	Susan Stryker	1	
International Museum of Women	Chris Yelton		1
Iris & B. Gerald Cantor Center for Visual Arts	Thomas K. Seligman		1
Iris & B. Gerald Cantor Center for Visual Arts	Margaret Kimball	1	
Iris & B. Gerald Cantor Center for Visual Arts	Roxanne Nilan	1	
Iris & B. Gerald Cantor Center for Visual Arts	Mona Duggan		1
Jewish Museum San Francisco	Constance Wolf	1	
Judah L. Magnes Museum	Joanne Backman	1	
Labor Archives and Research Center	Susan Sherwood	1	
Levi Strauss & Co.	Lynn Downey		
Mexican Museum	William Moreno	1	
Mission Dolores	Brother Guire Cleary	1	
Museo Italo Americano	Julie Benbow		
Museum of the African Diaspora	Pat Johnson	1	
National Japanese American Historical Society	Rosalyn Tonal		
National Park Service	Susan Ewing Haley	1	
National Park Service	Steve Haller	1	
National Park Service	Ray Murray		
Oakland Museum	Dennis M. Power		1
Rosie the Riveter Trust	Thomas K. Butt, FAIA		
San Francisco Airport Museums	Blake Summers	1	
San Francisco Architectural Heritage	Charles Chase (Don Andreini will attend)	1	
San Francisco Foundation	John Killackey	1	
San Francisco Maritime National Historical Park	Mary Jo Pugh	1	
San Francisco Performing Arts Library & Museum	David Humphrey (represented by Kirsten Tanaka)	1	
San Francisco Public Library	Susan Goldstein	1	
San Francisco Public Library	Kathy Lawhun	1	
San Mateo County History Museum	Mitch Postel	1	
Society of California Pioneers	Peter Flagg	1	
Treasure Island Museum Association	John C.W. Carroll (bringing Claire Isaacs)	2	
Wells Fargo	Robert Chandler		1
Independent Provider	Peter Stein	1	
Private Collector	Richard Dawson, MD	1	
The Marquez Law Group	Victor Marquez	1	
	Kate Gillespie	1	
Interested Private Party	John Ralston	1	

San Francisco History Museum Advisory Committee Meeting, September 17, 2003			
Name of Organization	Person Invited	Yes	No
Advisory Committee	Charles Crocker		1
	Charles Fracchia	1	
	Susan Goldstein - dupe	-	
	Ira Michael Heyman/Therese Heyman	2	
	Ink Mendelsohn	1	
	Richard Moran	1	
	Dr. Raye Richardson	1	
	Charles Striplen	1	
	Susan Stryker - dupe	-	
	Diane B. Wilsey	1	
Advisory Committee Staff	James Lazarus	1	
	Harry S. Parker III	1	
	Judy Gough	1	
	Edith Piness	1	
SFMHS Old Mint Advisory Committee	Arthur Mejia		1
	Bob Mendelsohn	1	
	Ink Mendelsohn - dupe	-	
	John Ralston	1	
	Gil Castle	1	
	Stephen Mayer		1
	Peter Musto	1	
	Philip Bailey		1
	Walter Jebe, Jr.	1	
	Judy Avery		1
	Charles Fracchia - ex officio - dupe		
	James Lazarus - ex officio - dupe	-	
	Bob Futernick	1	
	Sue Grinols	1	
FAMSF Staff	Carolyn Macmillan	1	
SFMHS Staff	Kate Berland	1	
	Deanna Kastler	1	
	Aileen Hernandez	1	
	Barry Howard (museum architect)	1	
	Dana Merker (Patr Merker Architects)	1	
75 Invitees as of 09/23/2003	Linda De Marco	1	
	Total	57	11

## **Revised Statement of Responsibilities (June 16, 2003)**

### **Working Committee on Collections and Programming**

Collect information concerning the objects and artifacts in the collections of the San Francisco Museum and Historical Society and those relating to San Francisco in other collections, most prominently the Fine Arts Museums, the city archives, and the public library.

Devise means to collect information on like materials in other museums and other organizations and owned by individuals.

Suggest ways for sharing such materials in the future by accession and deaccession, purchase, lending, digital means, and other methods.

Evaluate themes around which to organize the presentations of a "San Francisco Museum of History" that are sufficiently inclusive to facilitate cooperation between the Museum and other organizations that specialize in aspects of San Francisco history.

Suggest means to facilitate interactions between the San Francisco Museum and Historical Society and such other organizations. For instance, should the Advisory Committee play a direct role? If so, what role or roles?

### **Members**

Susan Goldstein, Chair  
Ink Mendelsohn  
Richard Moran  
Raye Richardson  
Susan Stryker

## **Revised Statement of Responsibilities (June 16, 2003)**

### **Working Committee on Development and Financing**

Discuss, evaluate, and advise San Francisco Museum and Historical Society concerning its plans for obtaining the funds necessary to pay for the following:

1. The activities required by the City of San Francisco to satisfy the negotiating agreement between the San Francisco Museum and Historical Society and the City to obtain the 66-year lease of the Old Mint;
2. The "soft costs" preparatory to initiating a construction contract for the Old Mint;
3. The capital costs to prepare the Old Mint for occupancy; and
4. The operations of the San Francisco Museum and Historical Society presently and in the future.

In conjunction with the above, review the adequacy of the plans of the San Francisco Museum and Historical Society to raise significant charitable funds to support the costs so identified.

### **Members**

Diane B. Wilsey, Chair  
Charles Crocker  
Charles Fracchia  
Richard Moran

## **Statement of Responsibilities (February 26, 2003)**

### **Working Committee on Governance**

Explore with the San Francisco Museum and Historical Society various alternatives for governance of the San Francisco Museum and Historical Society including independent status and legal affiliation with the City of San Francisco.

Also explore formal and informal methods for the San Francisco Museum and Historical Society to relate to other organizations that maintain collections and materials relevant to the objectives of the San Francisco Museum and Historical Society.

### **Members**

I. Michael Heyman, Chair  
Philip Choy  
Charles Fracchia  
Charles Striplen





**OFFICIAL MEETING NOTICE**

**San Francisco Museum and Historical Society  
Advisory Committee**

**Thursday, November 20, 2003  
9:00 a.m.**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

DOCUMENTS DEPT.

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**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. Calling of the Roll**

Members Attending

Philip Choy<sup>1</sup>  
Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

Absence to be Excused

Richard Moran

There will be an opportunity for public comment before or during each agenda item.

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<sup>1</sup> Pending receipt of certification of appointment by the Mayor and Board of Supervisors.



### III. Report of the Chair – Ira Michael Heyman

- |    |   |               |
|----|---|---------------|
| A. | Consideration and Possible Action to Approve the Minutes of the September 23, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes) | <b>Action</b> |
| B. | Consideration and Possible Action to Set the 2004 Bi-Monthly San Francisco Museum and Historical Society Advisory Committee Meetings  | <b>Action</b> |
- 
- | <u>Date</u>      | <u>Time</u>      | <u>Location</u>             |
|------------------|------------------|-----------------------------|
| January 26, 2004 | 9 a.m.           | 233 Post St., San Francisco |
| March 24, 2004   | 9 a.m.           | 233 Post St., San Francisco |
| June 2, 2004     | 9 a.m.           | 233 Post St., San Francisco |
| July 27, 2004    | 9 a.m.           | 233 Post St., San Francisco |
| September 2004   | To be determined |                             |
| November 2004    | To be determined |                             |
- 
- |    |  |                   |
|----|--|-------------------|
| C. | Report on the Status of the Nomination of Philip Choy to the SFMHS Advisory Committee                                    | <b>Discussion</b> |
| D. | Report on the Annual Report of the SFMHS Advisory Committee to Be Submitted to the Board of Supervisors by March 1, 2004 | <b>Discussion</b> |
| E. | Other Informational Items  | <b>Discussion</b> |

### IV. Report of the Working Committees

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the October 21, 2003 Meeting of the Working Committee on Development and Financing – Diane B. Wilsey, Chair   | <b>Discussion</b> |
| B. | Report on the November 7, 2003 Joint Meeting of the Working Committee on Collections and Programming and the San Francisco Museum and Historical Society Old Mint Advisory Committee Regarding the Planning for the December 6, 2003 Symposium – Susan Goldstein, Chair, Working Committee on Collections and Programming | <b>Discussion</b> |
- 
- |    |   |                   |
|----|---|-------------------|
| 1. | Report on December 6 <sup>th</sup> Symposium Sponsored by the San Francisco Museum and Historical Society at the Old Mint, Fifth and Mission Streets, San Francisco, 9 a.m. to 3:30 p.m.<br>(continued next page) | <b>Discussion</b> |
|----|---|-------------------|



- |   |  |                   |
|---|--|-------------------|
| a.  | Report on Symposium Speakers   | <b>Discussion</b> |
|   | <ul style="list-style-type: none"><li>• Neil Harris, Professor of History, University of Chicago</li><li>• Barbara Franco, President and CEO, City Museum of Washington DC</li><li>• Robert Macdonald, Emeritus Director, Museum of the City of New York</li></ul> |                   |
| b.  | Report on Symposium Program (To Be Distributed At Meeting) – Charles Fracchia  | <b>Discussion</b> |
| c.  | Report on Identification of Additional Invitees to the Symposium   | <b>Discussion</b> |
| d.  | Other Informational Items Pertaining to the Symposium  | <b>Discussion</b> |
| <br><b>V. Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus</b>                               |  |                   |
| A.  | Status Report on San Francisco Museum and Historical Society Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement   | <b>Discussion</b> |
| B.  | Report on Current and Future Exhibitions   | <b>Discussion</b> |
|   | <ul style="list-style-type: none"><li>1. Report on the Future <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn</li></ul>  |                   |
| C.  | Other Informational Items  | <b>Discussion</b> |
| <br><b>VI. Report of the Director of the Fine Arts Museums of San Francisco – Robert Futernick, Associate Director, for Harry S. Parker III</b> |  |                   |
| A.  | Status Report on the Project to Catalogue and Inventory San Francisco History Objects – Robert Futernick, Associate Director, for Harry S. Parker III, Director of Museums   | <b>Discussion</b> |
| B.  | Other Information Items  | <b>Discussion</b> |



## **VII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

## **VIII. Adjournment – Ira Michael Heyman, Chair**

**Action**





Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sf.gov.org](http://sf.gov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsuprvr/sunshine](http://www.ci.sf.ca.us/bdsuprvr/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sf.gov.org/ethics](http://sf.gov.org/ethics).



*Fine Arts Museums of***SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE***Minutes***November 20, 2003****I. Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

.45  
0/03  
A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, November 20, 2003, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:10 a.m., by Chair Heyman. Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

DOCUMENTS DEPT.

Present:

Philip Choy  
Charles Crocker  
Charles Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Diane B. Wilsey

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Richard Moran  
Susan Stryker

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

Staff Excused:

Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco

### III. Report of the Acting Chair – Ira Michael Heyman

- A. Consideration and Possible Action to Approve the Minutes of the September 23, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the September 23, 2003 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Consideration and Possible Action to Set the 2004 Bi-Monthly San Francisco Museum and Historical Society Advisory Committee Meetings

Chair Heyman presented the proposed schedule of 2004 bi-monthly meeting dates for the Committee's consideration. On motion, duly seconded, discussion ensued regarding the January 26, 2004 (Monday) meeting date. As several members were unable to attend a meeting on January 26<sup>th</sup>, the date was changed to Wednesday, January 28<sup>th</sup>. In addition, Chair Heyman suggested that Wednesday, February 18<sup>th</sup>, be reserved as a possible meeting date in case additional review of the annual report to the Board of Supervisors is necessary. This annual report is due March 1, 2004 and will be submitted for the Committee's review at the January 28<sup>th</sup> meeting. There was no further discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to set the following 2004 meeting dates:

<u>Date</u>	<u>Time</u>	<u>Location</u>
January 28, 2004	9 a.m.	233 Post St., San Francisco
March 24, 2004	9 a.m.	233 Post St., San Francisco
June 2, 2004	9 a.m.	233 Post St., San Francisco
July 27, 2004	9 a.m.	233 Post St., San Francisco
September 2004	To be determined	
November 2004	To be determined	

- C. Report on the Status of the Nomination of Philip Choy to the San Francisco Museum and Historical Society Advisory Committee

A copy of the Board of Supervisors' Resolution No. 675-03 dated October 17, 2003 appointing Philip Choy to the SFMHS Advisory Committee was circulated. Mr. Choy succeeds Melissa Szeto and fills the unexpired portion of her one-year term ending December 16, 2003. Mr. Lazarus advised that the initial, one-year terms of the majority of the Advisory Committee members are also due to expire in December 2003. Letters to the Mayor and the Board of Supervisors will be prepared regarding the reappointment of the original Advisory Committee members. The initial terms of members Raye Richardson and Charles Striplen will conclude in mid-2004. Their

terms of appointment became effective in mid-2003 at the time the ordinance creating the SFMHS Advisory Committee was revised.

D. Report on the Annual Report of the SFMHS Advisory Committee to Be Submitted to the Board of Supervisors by March 1, 2004

Chair Heyman stated that the annual report to the Board of Supervisors should address both the deliberations and activities of the Advisory Committee to date, as well as a candid presentation of the issues involved in the creation of a San Francisco history museum. He stressed the advisory role of this Committee to the SFMHS and to the City. In this latter capacity, the Advisory Committee has a responsibility to provide a comprehensive and meaningful assessment of progress to date. The draft annual report, which must be submitted to the Board of Supervisors by March 1, 2004, will be prepared for review at the January 28<sup>th</sup> meeting.

E. Other Informational Item

1. Report on Working Committees

At the last meeting on September 23, 2003, changes in membership and charges for the working committees were reported. Chair Heyman advised that two additional modifications have been made to the names of two of the working committees in an effort to reflect private and public financing considerations as follows: a) Working Committee on Development and Private Financing; and b) Working Committee on Governance and Public Financing. He recommended that the Working Committee on Governance and Public Financing meet on Wednesday, December 17<sup>th</sup>, to consider public financing opportunities for the Old Mint. This meeting will be held at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco.

IV. Report of the Working Committees

A. Report on the October 21, 2003 Meeting of the Working Committee on Development and Financing – Diane B. Wilsey, Chair

Mrs. Wilsey reported on the October 21, 2003 meeting of the Working Committee on Development and Financing. Discussion focused on fund-raising to support the soft costs to initiate the seismic renovation of the Old Mint, the capital costs to prepare the building for occupancy, and the operating costs once the San Francisco Museum is functioning. The identification of potential donors was discussed at great length. Mrs. Wilsey stressed that the interest of potential donors in the Old Mint/ San Francisco history museum project must be elicited prior to a request for financial support. Essential to these preliminary donor discussions are a project case statement, which should include the SFMHS mission statement, collections policy, and the proposed organization/presentation of the history museum. It is important to know if the San Francisco history museum will be organized in a thematic/narrative/experiential

manner, and/or through a collections-based approach. This clarification will provide credibility to the project. In the absence of this information, it will be difficult to raise seed money for the project in the next several months.

- B. Report on the November 7, 2003 Joint Meeting of the Working Committee on Collections and Programming and the San Francisco Museum and Historical Society Old Mint Advisory Committee Regarding the Planning for the December 6, 2003 Symposium – Susan Goldstein, Chair, Working Committee on Collections and Programming

At the request of Susan Goldstein, Chair of the Working Committee on Collections and Programming, Charles Fracchia reported on the December 7<sup>th</sup> joint meeting of the SFMHS Old Mint Advisory Committee and the Working Committee on Collections and Programming. This joint meeting was positive and productive and focused on review and discussion of the plans for the SFMHS sponsored symposium on December 6<sup>th</sup> to be held at the Old Mint, Fifth and Mission Streets, San Francisco, from 9 a.m. to 3:30 p.m., on Saturday, December 6<sup>th</sup>.

The following speakers have confirmed their participation: a) Neil Harris, Professor of History, University of Chicago (keynote speaker); b) Barbara Franco, President and CEO, City Museum of Washington DC; and c) Robert Macdonald, Emeritus Director, Museum of the City of New York. Harry S. Parker III, Director of the Fine Arts Museums, was particularly acknowledged for his efforts in contacting the speakers and organizing the program. Mr. Fracchia advised that a dinner with the speakers and leadership of the SFMHS and the SFMHS Advisory Committee is planned for Friday, December 5<sup>th</sup>, possibly at the Society of the California Pioneers at Fourth and Folsom Streets. A SFMHS Board member may cater the dinner.

. The appended symposium program was distributed. It was noted that speaker presentations were scheduled in the morning followed by lunch and break-out sessions in the afternoon. Five questions and a series of sub-questions have been developed by members of the SFMHS Old Mint Advisory Committee for the break-out groups. An optional tour of the Old Mint will be provided at the conclusion of the symposium. Written material, organized by Ink Mendelsohn, will be distributed at the meeting and includes information regarding the SFMHS and the SFHMS Advisory Committee and a fact sheet pertaining to the San Francisco History Museum project, as well as the symposium agenda and break-out questions. The attached invitation list of approximately 200 individuals includes community, neighborhood and historical organizations, civic leaders, and donors. An invitation postcard has been mailed to this list of individuals and those who attended the September 17<sup>th</sup> meeting of history museum professionals. Mr. Lazarus expressed appreciation to Ink Mendelsohn, Kate Berland, SFMHS administrative staff member, Kate Gillespie, 3D Visions, and facilitator Aileen Hernandez for their efforts in organizing the Symposium.

Chair Heyman emphasized the importance of compiling and crystallizing the input received from participants during the break-out sessions. Mr. Fracchia noted that the symposium will be graphically recorded and compiled into a report by facilitator Aileen Hernandez. The symposium report will be distributed for future reference to all participants, the SFMHS Board of Directors, the SFMHS Old Mint Advisory Committee, the SFMHS Advisory Committee, and to the museum project designer.

At the request of Chair Heyman, Mr. Fracchia clarified the role of the SFMHS Old Mint Advisory Committee. The Old Mint Advisory Committee, co-chaired by Dr. Edith Piness and Dr. Arthur Mejia, is comprised of the following SFMHS Board members and historical society members: Ink Mendelsohn, Robert Mendelsohn, John Ralston, Gil Castle, Stephen Mayer, Peter Musto, Philip Bailey, Walter Jebe, Sr., and Judy Avery. The Old Mint Advisory Committee has oversight for the December 6<sup>th</sup> symposium and will make recommendations on decisions that are critical to the establishment of the San Francisco history museum.

Chair Heyman encouraged the expansion of this SFMHS committee to reflect the diversity of the San Francisco community. It is important for the SFMHS as an institution to consider this community outreach opportunity. The creation of a San Francisco history museum will depend upon a broad base of support. Mr. Fracchia stated the intent to be inclusive, noting that additional members will be appointed to the Old Mint Advisory Committee. It was pointed out that the role of the SFMHS Advisory Committee is broader in scope than that of the SFMHS Old Mint Advisory Committee, and that the SFMHS Board of Directors is financially responsible for the Old Mint/ San Francisco history museum project. The importance of ongoing dialogue between the Working Committee on Collections and Programming and the SFMHS Old Mint Advisory Committee was recognized.

Mr. Lazarus provided a December 6<sup>th</sup> symposium budget report. Through the San Francisco Hotel Council, complimentary accommodations at the Handlery Hotel have been arranged for the speakers. Honoraria and travel expenses are being covered through restricted gifts to the Corporation of The Fine Arts Museums. The cost of lunches and the rental of chairs and tables will be funded through a foundation grant request or the SFMHS.

## **V. Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus**

### **A. Status Report on San Francisco Museum and Historical Society Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement**

Under the terms of the Exclusive Negotiating Agreement, the SFMHS may request a thirty day extension of the deadline by which it must demonstrate to the City that \$500,000 in gifts and pledges has been raised for the Old Mint project. Since the City was delayed in reviewing the conceptual plans for the courtyard and the infrastructure of the building, the request for a thirty-day extension to early January



2004 is feasible. Mr. Lazarus reported that approximately \$610,000 in funding is pending or has been raised as follows: a) \$100,000 in gross proceeds from the "From Mint to Museum" event held on June 30, 2004; b) a \$100,000 grant (not yet received) from the Northern California Community Loan Fund; c) a \$60,000 grant from the Bechtel Foundation with \$20,000 received and payments of \$20,000 due in January 2004 and at the end of 2004; d) a \$100,000 loan from the National Trust for Historic Preservation (pending the November 19-20, 2003 site visit); and e) a \$250,000 HUD appropriations through an Omnibus Spending Bill, earmarked by Senator Dianne Feinstein, which is expected to be approved by Congress in the next several days. An additional \$750,000 will need to be raised by June 2004. Mr. Fracchia reported that a fund-raising plan is being drafted and will be reviewed by the Working Committee on Development and Private Financing.

B. Report on Current and Future Exhibitions

1. Report on the Future *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Ms. Mendelsohn announced that Barry Howard, the designer of the Old Mint Project, will also design the *Amusing America* Exhibition. Approximately \$100,000 in funding in support of the exhibition has been raised. The Santa Cruz Beach and Boardwalk organization has agreed to be one of the exhibition sponsors. The first of the mural panels featuring the Musée Mecanique will be installed by the end of the year. Exhibition space will be devoted to an Old Mint photo display in an effort to increase public awareness of the Old Mint/San Francisco history museum project. A similar exhibition may also be developed for the south court off the City Hall Rotunda. These exhibitions are preliminary to the initiation of a public fund-raising campaign for the San Francisco history museum project.

C. Other Informational Items

1. Status Report on a Possible City Bond Measure for the Seismic Upgrade of the Old Mint

Mr. Lazarus reported on the status of a possible City bond measure for the seismic upgrade of the Old Mint. At the last meeting on September 23<sup>rd</sup>, it was explained that a private/public partnership proposal to develop an organ pavilion at the foot of Market Street to house the 1915 World's Fair organ was expanded in scope to include seismic/engineering compliance of other public, historical buildings, such as the Bay View Opera House, the Palace of Fine Arts, McLaren Lodge, and the Old Mint. A broader proposal is now being drafted, which will identify the specific projects to be included in the bond measure and a corresponding grant application process. The proposal will be submitted to the Board of Supervisors in spring 2004 for approval of the appropriation of funds to the various projects and to initiate a general obligation bond measure for placement on the November 2004 ballot. Mrs. Wilsey reviewed the experience of the Fine Arts Museums and the narrow defeat of two



general obligation bond measures in 1996 and 1998 to finance a New de Young Museum in Golden Gate Park. Mr. Lazarus clarified that the proposed general obligation bond measure is a new development and was not part of the financing plan for the Old Mint.

2. Report on the Old Mint Project

Mr. Lazarus met with the City Department of Real Estate several days ago in preparation for the negotiation of the next contracts with the City, namely the Disposition and Development Agreements, which become effective when the one-year term of the Exclusive Negotiating Agreement expires in mid-2004. This agreement pertains to the construction process and will need to be submitted to the Board of Supervisors for approval next summer. The sixty-six year lease will be negotiated at this time. A mitigated, negative environmental impact declaration, which focuses on transportation measures, will also be required. Mr. Lazarus advised that the American Numismatic Association has initiated a program to solicit support in every state on behalf of the Old Mint commemorative coin, as a means of increasing the number of senators co-sponsoring the legislation.

3. Report on the SFMHS San Francisco History Collection

Mr. Lazarus reported that the San Francisco Foundation awarded a \$15,000 grant to the SFMHS to catalogue and inventory the SFMHS San Francisco history collection. He will contact Mr. Parker to coordinate this project with the Fine Arts Museums' inventory project.

4. Report on the Move of the SFMHS Administrative Offices to the Old Mint

It was announced that the SFMHS administrative offices moved last week to space in the Old Mint adjacent to the main doorway.<sup>1</sup> The move has made it more convenient to oversee the maintenance of the building. Access to the building, including donor tours and the scheduling of events, is possible and can be arranged by contacting Ms. Berland or Mr. Lazarus.

**VI. Report of the Director of the Fine Arts Museums of San Francisco – Robert Futernick, Associate Director, for Harry S. Parker III**

- A. Status Report on the Project to Catalogue and Inventory San Francisco History Objects – Robert Futernick, Associate Director, for Harry S. Parker III, Director of Museums

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<sup>1</sup> San Francisco Museum and Historical Society (at the Old Mint), P. O. Box 420569, San Francisco, CA, 94132-0569, Phone (415) 537-1105; Fax (415) 537-1108.

At the request of Mr. Futernick, Sue Grinols, Manager of FAMSF Photography Services, provided a progress report on the project to catalogue and inventory FAMSF San Francisco history objects. Ms. Grinols reported that the project is nearing completion with 1,550 San Francisco history objects catalogued and inventoried at the Museums' storage facility, the Legion of Honor, and the Interim de Young Museum. The 1,550 objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. These objects fell into the following categories: 1) 176 paintings (portraits and mission landscapes); 2) 962 documents (crayon enlargements of people significant to San Francisco history, maps, photos, prints, lithographs, certificates, and theater programs); and 3) 412 objects (tools, miner or Gold Rush paraphernalia, ribbons, guns, signs and furniture). A number of San Francisco history objects on loan to organizations will need to be identified and included in the cataloguing project.

Mr. Futernick advised that a tour of the Interim de Young Museum facility in South San Francisco has been arranged for the December 6<sup>th</sup> symposium speakers. In addition, arrangements have been made to store several objects from the SFMHS history collection at the Interim de Young Museum facility.

#### **VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

#### **VIII. Adjournment – Ira Michael Heyman, Chair**

The next regularly scheduled meeting will be held on Wednesday, January 28, 2004, at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. There being no further business, the meeting was adjourned at 10:25 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

San Francisco Museum and Historical Society Symposium  
December 6, 2003  
Agenda

- 8:30            Doors Open: registration, coffee and pastries
- 9:15 – 9:25    Plenary Session Begins: Welcome by *Charles Fracchia*
- 9:25 – 9:30    Status of Old Mint project by *James Lazarus*
- 9:30 – 10:30   Keynote Presentation by *Neil Harris, University of Chicago Professor of U.S. History*
- 10:30 – 10:45   Break
- 10:45 – 11:30   Experience in Creating a Washington, D.C. City History Museum by *Barbara Franco, President and CEO of the City Museum of Washington, D.C.*
- 11:30 – 12:15   Experience in Creating a New York City History Museum by *Robert R. Macdonald, Emeritus Director, Museum of the City of New York*
- 12:15 - 1:45    Lunch & Break-Out Sessions: Small group discussions on issues pertaining to the creation of a city history museum, by *Aileen Hernandez, facilitator, Hernandez Associates.*
- 1:45 - 2:00    Plenary session resumes  
                  “Immersive Experience, Telling a Complex Story with Contemporary Museum Design and Technology,” by *Barry Howard, Designer for the Museum of the City of San Francisco at the Old Mint.*
- 2:00 – 3:00    Presentations by Facilitators on Break-Out Sessions
- 3:00            Close by *Charles Fracchia*,  
                  Optional Mint Tour



Alavi & Lease	Natalie & Tom	897 Hyde Street, 2nd Floor	San Francisco, CA 94109	415-202-9840	NBA Engineering, Mechanical and Electrical Engineers
Alberigi	Merry	Marin History Museum, 1125 B Street	San Rafael, CA 94901		
Ames	Jeanne	900 North Pointe, Ste. 220	San Francisco, CA 94109	415-928-2079	former SF Museum board member
Annilano	Tom	Board of Supervisors Room 244, 1 Dr. Carlton D. Goodlett Pl.	San Francisco, CA 94102	415-554-6255	supervisor
Armstrong	Lori	201 3rd Street, Ste. 900	San Francisco, CA 94103	415-974-6900	San Francisco Convention & Visitors Bureau
Bacon	Daniel	PO Box 420569	San Francisco, CA	415-775-1111	Barbary Coast Trail
Badgley-Arnoux	Elaine	2244 Vallejo Street	San Francisco, CA 94123		
Bancel	Marilyn	44 Page Street	San Francisco, CA 94102	415-864-7567	former SF Museum board member
Banks	Patrick	54 Mint	San Francisco, CA 94103	415-442-4800	Martin Building Company
Barth	Professor Gunther	University of California, Berkeley Department of History, 3229 Dwinelle Hall	Berkeley, CA 94720-2550		CAL
Berg	Natalie	785 Market Street	San Francisco, CA 94103	415-836-5980	Forest City Development
Boxer	Senator Barbara	1700 Montgomery Street, Ste. 240	San Francisco, CA 94111	415-403-0100	
Brandt	Timothy	P.O. Box 942896	Sacramento, CA 94296-0001		
Brechlin	Gray	1364 Scenic Drive	Berkeley, CA 94720		MLK/Marcus Garvey
Brooks	Mr.	1731 Ellis	San Francisco, CA	346-3741	
Broussard, Ph.D.	Albert	Department of History, Texas A&M University	College Station, TX 77843-4238		
Brown	Dr. Bernice	1261 - 45th Avenue	San Francisco, CA 94122		
Brugman	Bruce	135 Mississippi St	San Francisco, CA		SF Bay Guardian
Buell	Mark	2500 Steiner Street,	San Francisco, CA 94115	415-929-1894	former SF Museum board member
Burgard	Timothy	Fine Arts Museums of San Francisco, Interim de Young Offices, 245 A South Spruce Avenue,	South San Francisco, CA 94080		Curator of American Art, Fine Arts Museums
Burton	Honorable John				Majority Leader, California State Senate
Burton	Liz	PO Box 170610		415-753-8600	San Francisco Tour Guide Guild

Cameron	Lydia	844 Olima Street	Sausalito, CA 94965	415-332-7354	former SF Museum board member	
Canady	Don	4509 18th Street	San Francisco, CA 94114	415-626-4558	former SF Museum board member	
Carey	Alice	460 Bush Street	San Francisco, CA 94108	415-773-0773	Carey & Company	
Carlsson	Chris	Shaping San Francisco 1095 Market Street, Ste. 210	San Francisco, CA 94103		Shaping San Francisco	
Carrigan	Michael J.	Arts and Industries Building, Ste. 1363, 900 Jefferson Drive SW,	Washington, DC 20560-0455	202-633-9157	Smithsonian Institution	
Cayou	Dr. Nontzizi	762 Fulton Street	San Francisco, CA 94102	563-3519	Wajumbe Cultural Institution, Inc.	
Chaffee	Reverend Paul	PO Box 29055		415-775-4635	Interfaith Center of the Presidio	
Chalt	Joseph	932 Mission Street		415-982-4400	San Francisco Provident Loan Association	
Chaltin	Nell & Jean	2750 Divisadero Street,	San Francisco, CA 94123	415-626-9951		
Channon	Veena K.	333 Valencia St. Suite 251, San Francisco, CA 94103		864-4777	W.O.M.A.N., Inc	
Chappell	Jim	312 Sutter Street, Ste. 500	San Francisco, CA 94108		SPUR	
Chase	Charles	2007 Franklin St.	San Francisco, CA 94109	415-441-3000	Foundation for San Francisco's Architectural Heritage	
Cherny	Professor Robert	Department of History San Francisco State University Holloway Avenue 1600	San Francisco, CA 94132		San Francisco State	
Christnesen	Julie	1450 Mariposa Street,	San Francisco, CA 94107	415-552-7774		
Cise	Sandy	New California Media, 256 Goldmine Drive	San Francisco, CA 94109		New California Media	
Cohen	Helene	2989 Lake Street	San Francisco, CA 94121	415-221-1055	former SF Museum board member	
Colton	Elizabeth	101 Howard Street	San Francisco, CA 94105	(415) 543-4669	International Museum of Women	
Cornell	Daniell	Fine Arts Museums of San Francisco, Interim de Young Offices, 245 A South Spruce Avenue	South San Francisco, CA 94080		Curator of Associate American Art, Fine Arts Museums	
Corrales	Llane	SFPD 3401 17th St.	San Francisco, CA 94110	415-558-5529 415-759-1076h	SFPD, Museum Committee	

DaCosta	Francisco	4904 3rd Street	San Francisco, CA 94124		African American Society of the Presidio supervisor
Daly	Chris	Board of Supervisors Room 244, 1 Dr. Carlton D. Goodlett Pl.	San Francisco, CA 94102	415-554-7970	
Daniels	Abby	351 Guerrero Street	San Francisco	431-4172	SF City Guides
D'Anne	Denise				Harvey Milk
Daposs & Tong	Tom & Ed				Asian, Inc.
Deborah	Glen Rogers	3543 18th St.	San Francisco, CA 94110	861-8880	SF NOW
Deilar	Michael D.	C/o 1. Market Restaurant, #1 Market Street	San Francisco, CA 94105	415-265-6200	Lark Creek Restaurant Group
Diamond	Carolyn				Mid-Market Association
Doan		766 Geary Blvd.	San Francisco, CA 94109	351-1038	Vietnamese Community Ctr.
Duffy	Bevan	Board of Supervisors Room 244, 1 Dr. Carlton D. Goodlett Pl.	San Francisco, CA 94102	415-554-6968	supervisor
Duffy	Pamela S.	222 Kearny, 7th Floor,	San Francisco, CA 94108	415-391-4800	Coblentz, Patch, Duffy & Bass
Eckelston	Jennifer	National Trust for Historic Preservation 1785 Massachusetts Ave, NW	Washington, DC 20036	202-588-6032	Community Partners
Eckerman	Larry	United States Mint 155 Hermann Street	San Francisco, CA 94102	415-575-7800	US Mint
Eisesser	Eric	160 Pine Street, 6th Floor	San Francisco, CA 94111	415-837-0700	Forell/Eisesser Engineers
Erikson	Oz	501 2nd Street, Ste. 212.	San Francisco, CA 94107	415-777-2914 ext. 316	
Etheredge	Jeanette	Tosca, 242 Columbus Avenue	San Francisco, CA 94133	415-391-1244	former SF Museum board member
Faulk	Stephen	The San Francisco Chronicle, 5th and Mission Streets	San Francisco, CA 94103		publisher, The San Francisco Chronicle
Fears	Bruce	1 Post Street, Ste. 2450	San Francisco, CA 94105	415-393-0707	Delaware North
Feinstein	Senator Diane		2744		Senator, US Congress
Freeman	John	639 11th Avenue	San Francisco, CA 94118		Historian
Futernick	Bob	Fine Arts Museums of San Francisco, 233 Post Street, 6th Floor.	San Francisco, CA 94108		
Gates, Hofrichter, Bonbrake, Brauner.	Brad, Jim, Jerry, Willy	1625 Clay Street	Oakland, CA 94612-1531	415-705-8946	Turner Construction



Gillespie	Kate	3661 Buchanan, Ste. 200.	San Francisco, CA 94123	415-409-9610	3D Visions	
Gitelman	Hillary	Presidio Trust, 728 Goodlett Avenue #3.	San Francisco, CA 94129		Presidio Trust	
Gologorsky	John	234 Magnolia Avenue	Larkspur, CA 94939-2099	415-777-5588	Lark Creek Restaurant Group	
Gonzalez	Matt	Board of Supervisors Room 244, 1 Dr. Carlton D. Goodlett Pl.	San Francisco, CA 94102	415-554-7634	supervisor	
Gordan	Roger	1083 Mission Street 2nd Floor	San Francisco, CA 94103	415-553-4433	Urban Solutions	
Goring	William	United States Mint 155 Hermann Street	San Francisco, CA 94102	415-575-7800	US Mint	
Gough	Judy	Fine Arts Museums of San Francisco, 233 Post Street, 6th Floor.	San Francisco, CA 94108			
Green	Archie	224 Caselli Street	San Francisco, CA 94114			
Green	Dr. Lucile	744 Treat Avenue	San Francisco, CA 94110	415-255-7283	Unity Foundation	
Grinols	Sue	Fine Arts Museums of San Francisco, 233 Post Street, 6th Floor.	San Francisco, CA 94108			
Groth	Professor Paul	College of Environmental Design, 356 Wurster Hall University of California	Berkeley, CA 94720-1820		CAL	
Hakell	Kit	3120 Franklin St. Apt. 3	San Francisco, CA 94123-2367	415-673-4116		
Hall	Tony	Board of Supervisors Room 244, 1 Dr. Carlton D. Goodlett Pl.	San Francisco, CA 94102	415-554-6516	supervisor	
Hansen	Gladys	1295 Sloat Boulevard	San Francisco, CA 94132	415-664-0184	curator/ city archivist	
Herman	Diane			415-921-8193		
Hernandez	Allen	818 47th Avenue	San Francisco, CA 94121	415-752-4506	Fort Point & Presidio Historical Association Hernandez Associates	
Hess	S. Dale	201 Third St, Ste 900	San Francisco, CA 94103	415-227-2611	San Francisco Convention & Visitor's Bureau	
Hijazi	Hala	2 Carlton Goodlett Plaza,	San Francisco, CA 94102	415-554-6481	Project Manager, mayor's office	
Hildreth	Susan	City Librarian, San Francisco Public Library, 100 Larkin St.	San Francisco, CA 94102			
Hoskins	Shirley	256 Goldmine Drive	San Francisco, CA 94131		African American Historical and Cultural Society	



Housh	Mike	Library Commission, San Francisco Public Library, 100 Larkin Street	San Francisco, CA 94102			
Howard	Barry	4054 Del Rey Avenue, Ste. 205	Marina Del Rey, CA 90292	310-574-4164	Museum Designer	
Howard	John	1743 Carmel Drive, #1	Walnut Creek, CA 94596-4240			
Issel	Professor Bill	Department of History University 1600 Holloway Avenue	San Francisco, CA 94132		San Francisco State	
Johnson		477 O'Farrell St.	San Francisco, CA 94102	771-2708	Russian Community Group	
Jones	Clive	PO Box 5294	Larkspur, CA 94977-5294	415-924-6577	Knowledge Base Consulting Group	
Jordan	Fred	90 Montgomery Street, Ste. 1320	San Francisco, CA 94105	415-243-9080	F.E. Jordan, Civil Engineers	
Judd, Petrini,	Bruce, Katherine	Pier 9	San Francisco, CA 94111	415-421-1680	Historic Preservation Architecture	
Jung		1255 Post Street, Suite 1025	San Francisco, CA 94109	928-4342	Korean American Community Center	
Kees	Beverly	201 Harrison St. #1127	San Francisco, CA 94105	415-777-8577	Society of Professional Journalists	
Kelley	Tim	San Francisco Landmarks Board 4104 24th Street, #120	San Francisco, CA 94114		President, Landmarks Board	
Kendall	Krista	National Trust for Historic Preservation 1785 Massachusetts Ave, NW	Washington, DC 20036	202-588-6032	Community Partners	
Kennedy	William B.	Hunters Point Shipyard, Bldg. 945, P.O. Box 882403	San Francisco, CA 94188	415-822-4803	Hunters Point Shipyard	
Kerr	Andrew	PO Box 320098	San Francisco, CA 94132	415-262-0440	North Beach Neighbors	
Killoran	James				Construction Manager SF Beautiful	
Kolnek	Sheila	SF Beautiful 41 Sutter St. #709	San Francisco, CA 94104			
Kostura	William	P.O. Box 11287	Oakland, CA 94611-1287			
Kruger		474 Valencia St., Suite 210	San Francisco, CA 94103	575-3535	Mission Learning Center	
Lehane	Debra	Civic Art Collection, Art Commission, 25 Van Ness Avenue, Suite 70	San Francisco, CA 94102			

Leon		845 Treat Avenue, United States Mint 155 Hermann Street	San Francisco, 94110	San Francisco, CA 94102	415-575-7800	Mission Cultural Center for Latino Arts US Mint
Levin	Michael					
Lew	Ella May	PO Box 320098, Pier 33 North, The Embarcadero,	San Francisco, CA 94132	415-262-0440		North Beach Neighbors
Locke	Reginald		San Francisco, CA 94111	415-433-2111		Moduloc Systems, Seismic Retrofit Consultant
Lundeberg	Gunnar	450 Harrison Street, Board of Supervisors Room 244, 1 Dr. Carlton D Goodlett Pl.,	San Francisco, CA 94105	415-777-3400		former SF Museum board member
Ma	Fiona		San Francisco, CA 94102	415-554-7432		supervisor
MacGowan	Gail	Main Library, Civic Center	San Francisco, CA 94102	415-557-4266		San Francisco City Guides
Macmillan	Carolyn	Fine Arts Museums of San Francisco, 233 Post Street, 6th Floor, 474 Valencia St., Suite 100,	San Francisco, CA 94108			Fine Arts Museums
Maldonado			San Francisco, CA 94103	641-8003		La Raza Information Center
Malepsal	Tuatagaloa Robert	P.O. Box 12549,	San Francisco, CA 94112			National Council of Samoan Chiefs
Manning	Kathleen	580 Crespi Drive, Ste. M	Pacific, CA 94044-3426			
Marcos	Don					The Three Filipino Cultural Center
Marks	John A.	201 3rd Street, Ste. 900, 3185	San Francisco, CA 94103	415-974-6900		San Francisco Convention & Visitors Bureau
Marquez	Victor	333 Bush Street, Ste. 2020	San Francisco, CA 94104	415-354-2880		Marquez, Gonzalez & Associates
Martin	Chris	2901 Leavenworth, Board of Supervisors Room 244, 1 Dr. Carlton D Goodlett Pl.,	San Francisco, CA 94133	415-771-3112		former SF Museum board member
Maxwell	Sophie		San Francisco, CA 94102	415-554-7674		supervisor
McCarthy	Bill	744 Treat Avenue, Board of Supervisors Room 244, 1 Dr. Carlton D Goodlett Pl.,	San Francisco, CA 94110	415-643-0270		former SF Museum board member
McGoldrick	Jake		San Francisco, CA 94102	415-554-7415		supervisor
Mellon	Dr. Knox	P.O. Box 942856	Sacramento, CA 94296- 0001	916-653-6624		State Office of Historic Preservation
Merker	Dana	400 Second Street, Ste. 400,	San Francisco, CA 941407	415-284-1100		Patri Merker Architects
Middleton	Greg	Presidio Trust, 728 Leggett Avenue #3,	San Francisco, CA 94129			Presidio Trust

Mikesell	Stephen	P.O. Box 942896	Sacramento, CA 94296-0001	San Francisco, CA 94122	415-566-7050	San Francisco Tomorrow	
Miller	Marian	1239 42nd Avenue,	San Francisco, CA 94122	415-566-7050		National Academy of Television Arts & Sciences	
Mills	David	4317 Camden Avenue,	San Mateo, CA 94403-5007			former SF Museum board member	
Monro	Barbara	117 Robin Hood Drive,	San Francisco, CA 94127	415-333-3320			
Monroe	Leon	Young Community Developers, 1715 Yosemite Street	San Francisco, CA 94124				
Moore	Belva Davis	1255 California Street, #104	San Francisco, CA 94109			President of the Board Museum of the African Diaspora	
Moreno, Trasyvina,	Mercedes, John					San Francisco La Raza Lawyers Association	
Morris	Sue	55 Rolley Circle	Tiburon, CA 94920	415-435-3024			
Moscone	Gina	1070 Green Street #401	San Francisco, CA 94133	415-928-2852		former SF Museum board member	
Moses	Toye	Southeast Community Facility Commission, 1800 Oakdale Drive	San Francisco, CA 94124	415-821-0573		Southeast Community Facility Commission	
Moylan	Peter					Walking Tours	
Murphy, Burr	Dave, Alan	85 2nd Street, Ste 101,	San Francisco, CA 94105	415-546-0431		Murphy Burr Company, Structural Engineers	
Nance	Glenn	21 Faxon Avenue	San Francisco, CA 94112				
Newirth	Richard	Sna Francisco Arts Commission 25 Van Ness Avenue, Ste. 240	San Francisco, CA 94102			Director, San Francisco Arts Commission	
Newsom	Gavin	Board of Supervisors Room 244, 1 Dr. Carlton D Goodlett Pl.	San Francisco, CA 94102	415-554-5942		supervisor	
Nguyen	Philip	875 O'Farrell Street,	San Francisco, CA 94109	415-885-2743		Southeast Asian Community Center	
Nolan	Janet	601 4th Street, #115,	San Francisco, CA 94107	415-618-0101		J.S. Nolan Associate Lighting Design	
Oblado	Mario					National Coalition of Hispanic Organizations	
O'Day	Sheila	2662 Union Street,	San Francisco, CA 94123	415-563-2341		former SF Museum board member	
O'Donahue	Patrick					The Mexican Museum	
Ormstead-Rose	Lester	PG&E, Mail Code B29K, PO Box 770000,	San Francisco, CA 94177	415-973-1062		PG&E	
O'Neill	Brian	GGNRA, Fort Mason Building 20L	San Francisco, CA 94123	415-561-4720		GGNRA	

Parker	Harry S.	Fine Arts Museums of San Francisco, 233 Post Street, 6th Floor, 400	San Francisco, CA 94108		Fine Arts Museums
Patri	Piero	400 Second Street, Ste. 400	San Francisco, CA 94107	415-284-1100	Patri Merker Architects
Paul	Brad	Haas Jr. Fund, 1 Market Street, The Landmark Building #400,	San Francisco, CA 94105	415-856-1423	Haas Jr. Fund
Peskin	Aaron	Board of Supervisors Room 244, 1 Dr. Carlton D. Goodlett Pl.,	San Francisco, CA 94102	415-554-7450	supervisor
Peters	David	840 Hinkley Road #200,	Burlingame, CA 94010	650-652-0200	President, Board of SF Maritime
Peterson	Nancy L.			415-674-9701	United Nations Association of San Francisco
Poiley	Claudia	1620 Montgomery, Ste. 300	San Francisco, CA 94111	scolliey@lord.ca	
Pon	Bok F.	435 - 14th Avenue,	San Francisco, CA 94118	386-3544	American Chinese Association
Powell	Catherine	Labor Archives and Research Center 480 Winston Dr.	San Francisco, CA 94132	415-564-4010	Labor Archives and Research Center
Randle	Dean	400 Second Street, Ste. 400,	San Francisco, CA 94107	415-284-1100	Patri Merker Architects
Richards	Rand	2121 Laguna Street #36	San Francisco, CA 94115		
Ross	Ron				
Sandoval	Gerardo	Board of Supervisors Room 244, 1 Dr. Carlton D. Goodlett Pl.,	San Francisco, CA 94102	415-554-6979	supervisor
Sayder	Dave	Transportation for a Liveable City, 1095 Market Street #215,	San Francisco, CA 94103	415-431-2453 ext. 831	Transportation for a Liveable City
Scott	Paul	Telegraph Hill Dwellers P.O. Box 330159	San Francisco, CA 94133		President, Telegraph Hill Dwellers
Shao	Chi-Hsin	500 Sutter Street, Ste. 216,	San Francisco, CA 94102	415-392-9688	CHS Consulting Group
Shelley	Honorable Kevin				California Secretary of State California Legislature emeritus Delancy Street
Silbert	Mimi	600 Embarcadero,	San Francisco, CA 94107	415-957-9800	
Smith	Richard Candida	University of California, Berkeley Regional Oral History Office 486 The Bancroft Library #6000	Berkeley, CA 94720-6000		Director, Regional Oral History Office CAL
Smolens	Marcia	3 Jackson Street,	San Francisco, CA 94111	415-434-0614	former SF Museum board member





**OFFICIAL MEETING NOTICE**

**San Francisco Museum and Historical Society  
Advisory Committee**

**Wednesday, January 28, 2004  
9:00 a.m.**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

DOCUMENTS DEPT.

JAN 26 2004

SAN FRANCISCO  
PUBLIC LIBRARY

- I. **Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. **Calling of the Roll**

01-26-04 A10:20 PM

Members Attending:

Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen  
Diane B. Wilsey

To Confirm:

Philip Choy  
Susan Stryker

There will be an opportunity for public comment before or during each agenda item.



**III. Report of the Chair – Ira Michael Heyman**

- |    |  |                   |
|----|--|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the November 20, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)   | <b>Action</b>     |
| B. | Consideration and Possible Action to Approve the Annual Report of the SFMHS Advisory Committee for Submission to the Board of Supervisors by March 1, 2004 (See Appendix B – Draft Annual Report)  | <b>Action</b>     |
| C. | Report on the Status of Reappointments of Members of the SFMHS Advisory Committee to a Second One Year Term  | <b>Discussion</b> |
|    | <u>Name of Member/Appointing Body</u><br>Philip Choy, Board of Supervisors<br>Charles Crocker, Fine Arts Museums of San Francisco<br>Charles A. Fracchia, Mayor of San Francisco<br>Susan Goldstein, Vice Chair, San Francisco Public Library<br>Ira Michael Heyman, Chair, Mayor of San Francisco<br>Ink Mendelsohn, San Francisco Museum and Historical Society<br>Richard Moran, San Francisco Museum and Historical Society<br>Dr. Raye Richardson, Mayor of San Francisco (through 4/14/04)<br>Charles Striplen, Board of Supervisors (through 4/21/2004)<br>Susan Stryker, Board of Supervisors<br>Diane B. Wilsey, Fine Arts Museums of San Francisco |                   |
| D. | Report on the Scheduling of Future Meetings of the Working Committees on Collections and Programming, Development and Private Financing, and Governance and Public Financing   | <b>Discussion</b> |
| E. | Other Informational Items  | <b>Discussion</b> |

**IV. Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on the December 6, 2003 SFMHS Symposium at the Old Mint – and the Symposium Graphic Report - Charles Fracchia                 | <b>Discussion</b> |
| B. | Report on the Appointments of Dr. Carlota del Portillo and Andrew Galvan to the SFMHS Old Mint Advisory Committee – Charles Fracchia | <b>Discussion</b> |
| C. | Report on the SFMHS Capital Campaign Plan – Charles Fracchia   | <b>Discussion</b> |



- |     |   |            |
|-----|---|------------|
| D.  | Status Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement  | Discussion |
| 1.  | Report on the Omnibus Spending Bill Passed by the House in Early December 2003 Including \$250,000 in Preservation Funds for the Old Mint/ San Francisco History Museum Project | Discussion |
| 2.  | Report on the \$15,000 Grant from the San Francisco Foundation to Inventory SFMHS History Objects   | Discussion |
| 3.  | Report on a Possible City Bond Measure for the Seismic Upgrade of the Old Mint  | Discussion |
| E.  | Report on Current and Future Exhibitions  | Discussion |
| 1.  | Report on the Future <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn  | Discussion |
| F.  | Other Informational Items   | Discussion |
| V.  | <b>Report of the Director of the Fine Arts Museums of San Francisco – Harry S. Parker III, Director of Museums</b>  |            |
| A.  | Status Report on the Project to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums  | Discussion |
| B.  | Other Information Items   | Discussion |
| VI. | <b>Public Comment</b>   |            |

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

**VII. Schedule of 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee**

<u>Date</u>	<u>Time</u>	<u>Location</u>
February 18, 2004	9 a.m.	233 Post St., San Francisco (tentative)
March 24, 2004	9 a.m.	233 Post St., San Francisco
June 2, 2004	9 a.m.	233 Post St., San Francisco
July 27, 2004	9 a.m.	233 Post St., San Francisco
September 2004	To be determined	
November 2004	To be determined	

**VIII. Adjournment – Ira Michael Heyman, Chair**

**Action**

Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sfgov.org/ethics](http://sfgov.org/ethics).



*Fine Arts Museums*  
**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

*Notes*  
**January 28, 2004**

**I.+ Calling of the Meeting to Order – Ira Michael Heyman, Acting Chair**

*45*  
*104*  
A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, January 28<sup>th</sup>, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:15 a.m., by Chair Heyman. Chair Heyman presided. In Mrs. Gough's absence, Wendy Norris acted as Secretary.

DOCUMENTS DEPT.

**II. Calling of the Roll**

MAR 22 2004

Present:

Philip Choy  
Charles Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Charles Striplen  
Diane B. Wilsey

SAN FRANCISCO  
PUBLIC LIBRARY

Excused:

Charles Crocker  
Dr. Raye Richardson  
Susan Stryker

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco

Staff Excused:

Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

### III. Report of the Acting Chair – Ira Michael Heyman

- A. Consideration and Possible Action to Approve the Minutes of the November 20, 2003 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the November 20, 2003 meeting of the SFMHS Advisory Committee. The first sentence of paragraph 1, page 114, was corrected to reflect the November 7<sup>th</sup>, not December 7<sup>th</sup>, date of the joint meeting of the Working Committee on Collections and Programming and the San Francisco Museum and Historical Society Old Mint Advisory Committee. Following this correction, there was no further discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to approve the minutes as corrected.

- B. Consideration and Possible Action to Approve the Annual Report of the SFMHS Advisory Committee for Submission to the Board of Supervisors by March 1, 2004

Review of the annual report was deferred to later in the agenda. Please see pages 136 and 137 of these minutes.

- C. Report on the Status of Reappointments of Members of the SFMHS Advisory Committee to a Second One Year Term

Mr. Lazarus advised that the SFMHS Board of Directors recently reappointed Ink Mendelsohn and Richard Moran as its representatives on the SFMHS Advisory Committee. Former Mayor Willie L. Brown, Jr., reappointed Charles Fracchia and Ira Michael Heyman in December 2003, and the reappointments of Susan Stryker and Philip Choy by the Board of Supervisors should be confirmed in early February. Susan Goldstein will verify that her reappointment has been acted upon by the San Francisco Public Library. Mr. Parker reported that the FAMSF Board of Trustees reappointed Diane B. Wilsey and Charles Crocker to an additional term at its January 22<sup>nd</sup> meeting. The initial one-year terms of Raye Richardson and Charles Striplen are due to expire in April 2004. Mr. Lazarus stated that current members of the Advisory Committee should continue to serve until their reappointments are confirmed. The appointing bodies of the SFMHS Advisory Committee members are listed as follows:

#### Name of Member / Appointing Body

Philip Choy, Board of Supervisors  
Charles Crocker, Fine Arts Museums of San Francisco  
Charles A. Fracchia, Mayor of San Francisco  
Susan Goldstein, Vice Chair, San Francisco Public Library  
Ira Michael Heyman, Chair, Mayor of San Francisco  
Ink Mendelsohn, San Francisco Museum and Historical Society

Richard Moran, San Francisco Museum and Historical Society  
Dr. Raye Richardson, Mayor of San Francisco (through 4/14/04)  
Charles Striplen, Board of Supervisors (through 4/21/2004)  
Susan Stryker, Board of Supervisors  
Diane B. Wilsey, Fine Arts Museums of San Francisco

- D. Report on the Scheduling of Future Meetings of the Working Committees on Collections and Programming, Development and Private Financing, and Governance and Public Financing

It was agreed that the Working Committee on Development and Private Financing would convene to review the SFMHS capital campaign materials. Chair Heyman will call a meeting of the Working Committee on Governance and Public Financing in the near future. Susan Goldstein, chair of the Working Committee on Collections and Programming will likewise call a meeting of her committee shortly. (See pages 137-138 of these minutes.)

#### **IV. Report of the Executive Director of the San Francisco Museum and Historical Society – James Lazarus**

- A. Report on the December 6, 2003 SFMHS Symposium at the Old Mint and the Symposium Graphic Report

Mr. Lazarus reported that approximately 80 participants, comprised of history museum professionals, community and civic leaders, and members of the SFMHS Board of Directors, attended the December 6<sup>th</sup> Symposium at the Old Mint. Mr. Fracchia particularly noted the value of the exchange of ideas with the three speakers in discussions prior to and during the Symposium. Neil Harris, Professor of History, University of Chicago (keynote speaker), provided an outstanding presentation on the evolution of the history museum in America. Barbara Franco, President and CEO of the City Museum of Washington D.C., discussed the issues involved in the creation of this new history museum. Robert Macdonald, Emeritus Director, Museum of the City of New York, reviewed his experience in planning a New York City History Museum to be located in the historic Tweed Building, which never came to fruition due to differing points-of-view on the use of the building by the outgoing and incoming Mayors of New York City.

The observations from the breakout groups and comment sheets collected at the end of the Symposium were favorable and similar to those received at the September 17<sup>th</sup> meeting of history museum professionals. Attendees generally felt that the Symposium was important and that it was valuable to have participated. The names of a number of individuals were identified to be included in future meetings. Suggestions were received that future meetings should include the participation of the diverse communities of San Francisco. Ms. Mendelsohn further stated that she received several recommendations that the SFMHS consider establishing a Speaker's Bureau as a means of reaching community groups.

Mr. Lazarus advised that the graphic report of the Symposium is being finalized and will be distributed shortly. It was noted that audiotapes of the Symposium are available to anyone who was unable to attend on December 6<sup>th</sup>. At the suggestion of Mr. Parker, Mr. Fracchia will contact Neil Harris regarding the feasibility of publishing some or all of his remarks in a future issue of Argonaut, a SFMHS publication. Mr. Lazarus reported that a \$2,500 grant from the Warren Hellman Fund underwrote a portion of the \$6,500 cost of the Symposium. Honoraria and travel expenses were generously covered through restricted gifts to the Corporation of The Fine Arts Museums.

- B. Report on the Appointments of Dr. Carlota del Portillo and Andrew Galvan to the SFMHS Old Mint Advisory Committee – Charles Fracchia

Mr. Fracchia, President of the SFMHS Board of Directors, appointed two additional members to the SFMHS Old Mint Advisory Committee. Dr. Carlota del Portillo is the dean of the Mission campus of the City College of San Francisco, and Andrew Galvan, an archeologist and Ohlone descendent, has recently been named curator of Mission Dolores.

- C. Report on the SFMHS Capital Campaign Plan – Charles Fracchia

Mr. Lazarus reported that the capital campaign materials are being finalized and will be printed and available for distribution in about two weeks. The materials include an Old Mint / San Francisco history museum project fact sheet, a question and answer sheet, lists of the members of the SFMHS Board of Directors and the honorary capital campaign committee, pledge information, and a pyramid of giving opportunities. Copies of the materials will be provided to Mrs. Wilsey for review.

- D. Status Report on San Francisco Museum and Historical Society Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

Mr. Lazarus reported that approximately \$3.2 million in funding has been pledged or raised to date. He provided the following summary:

- The SFMHS and the Fifth and Howard Street Hotel Corporation, which is developing a hotel site at Fifth and Howard Streets, have reached agreement involving \$2.4 million in payments over three years for the transfer of development rights and the exterior historic preservation funding of the Old Mint. Following the Board of Supervisors' approval of a height variance for the hotel, the agreement was executed between the SFMHS and the Fifth and Howard Street Hotel Corporation. The air rights associated with the height variance account for \$1.4 million; the remaining \$1 million represents the developer's art commitment to restore the Old Mint pending a change in the planning code. This legislation, to be introduced by Supervisor Aaron Peskin, models a previous provision in the planning code that allowed for office and hotel developers to transfer their art funding commitments to the restoration of



the dome during the City Hall restoration project. It is anticipated that this change to the planning code will be presented to the Planning Commission for approval at the end of February prior to action to be taken by the Board of Supervisors in March. An initial \$50,000 payment was received from the Fifth and Howard Street Hotel Corporation in December 2003; the second payment is expected later this summer.

- The SFMHS fund-raiser, "From Mint to Museum," was held on June 30, 2003 at the Old Mint and generated \$100,000 in gross proceeds.
- A \$250,000 HUD appropriation through an Omnibus Spending Bill, which was sponsored by Senator Dianne Feinstein and Minority Leader Nancy Pelosi, was approved by the Senate last week and by the House of Representative prior to the Christmas recess.
- The National Trust for Historic Preservation has awarded a \$250,000 two-year loan to the SFMHS. The loan commitment letter was signed by the SFMHS last week, and documentation is being gathered to submit to the Trust next month. The SFMHS Board has collateralized \$100,000 of the loan, which can be drawn as soon as the documentation requirement has been met. The remaining \$150,000 will follow once this amount has been collateralized.
- A \$100,000 grant from the Northern California Community Loan Fund requires a guarantee for the improvement of buildings for non-profit purposes. In the absence of a long-term lease for the Old Mint at this time (the City requires construction to be completed before a long-term lease is initiated), the Loan Fund has indicated its willingness to accept a guarantee from the \$2.4 million in payments to be received from the Fifth and Howard Street Hotel Corporation.
- A \$60,000 grant from the Bechtel Foundation Grant has been received.
- The Old Mint commemorative coin legislation was introduced to the Senate by Senator Feinstein. Congresswoman Pelosi will introduce the companion legislation to the House of Representatives. The American Numismatic Association has retained a lobbyist to assist in the commemorative coin effort. It is likely that the Old Mint coin will be issued in 2007 as the striking of two other coins are pending for 2006, one of which commemorates the 100<sup>th</sup> anniversary of Theodore Roosevelt's receipt of the Nobel Peace Prize.
- A \$15,000 grant from the San Francisco Foundation has been received to inventory the SFMHS history collection stored at Treasure Island. Mr. Lazarus and Mr. Parker plan to discuss the coordination of the SFMHS and FAMSF inventory projects.

- Work continues at City Hall to organize a \$50-60 million general obligation bond measure for the November 2004 election for the historic preservation of projects such as the Old Mint, the Palace of Fine Arts, Coit Tower, the Geneva car barn, etc. A San Francisco General Hospital general obligation bond measure is also under consideration.

It was suggested that Mayor Gavin Newsom should be invited to tour the Old Mint in the near future. Mr. Lazarus will organize a tour for Mayor Newsom including Chair Heyman, Mrs. Wilsey, and Mr. Parker.

- An organizing meeting of the Historical and Cultural Endowment Panel, chaired by Kevin Starr, was held about ten days ago in Sacramento. This ten-member panel, appointed by the Governor and the State legislature, will be responsible for the distribution of approximately \$122 million in Proposition 40 funds. The application submission date may be as early as May 2004 with determinations made and funds distributed this summer. Marie Acosta, former Director of the Mexican Museum and panel member, was recently toured through the Old Mint. Chair Heyman suggested that Ms. Acosta's potential interest and involvement in the SFMHS in the future should be pursued. Mr. Parker emphasized the importance of continued SFMHS community outreach efforts during the period that grant applications are being considered.

E. Report on Current and Future Exhibitions

1. Report on the Future *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Ms. Mendelsohn distributed an *Amusing America* Conceptual Vision statement, which discusses the story line, the design objectives, and the constraints and opportunities of the *Amusing America* exhibition. The constraints are financial, and although \$111,000 has been raised to date, continued fund-raising will be necessary. The exhibition presents a major opportunity to promote the San Francisco history museum at the Old Mint. The exhibit objectives are: 1) to convey to, educate, and entertain the public with a little-explored story of American social history; 2) to create a visitor attraction for San Francisco; and 3) to establish a SFMHS "brand" in anticipation of the SFMHS history museum at the Old Mint. One of the fund-raising activities involves a public sponsored "Playland Memories" mural. It is seventy feet long and composed of individual artworks, which will eventually be sold at auction. A summer opening is anticipated; the exhibition will have a minimum life of two years. It was confirmed that fund-raising for the *Amusing America* exhibition does not compete with efforts to raise funds in support of the Old Mint / San Francisco history museum project.

F. Other Informational Items

1. Robert Macdonald, Emeritus Director of the City Museum of New York, Retained as Consultant to the SFMHS

Mr. Lazarus announced that following the December 6<sup>th</sup> Symposium, Robert Macdonald was retained as a consultant to the SFMHS. He brings a wealth of experience and expertise as a history museum professional to the Old Mint / San Francisco history museum project.

2. Old Mint Project Planning Meetings

Mr. Fracchia advised that meetings were held last Thursday and Friday with the architects, museum designer, and consultant Robert Macdonald to begin the schematic planning process. Mr. Macdonald returns next week to provide additional direction to the architects regarding the placement of various functions within the building, such as ticketing, restrooms, coat room, etc. He will also meet with a number of community groups during this visit to San Francisco.

3. Exhibition Developments

Mr. Lazarus reported that the SFMHS was presented with an opportunity to mount a temporary archeological display at Pier 45 of artifacts found during excavations of downtown San Francisco buildings. Also, the California Academy of Sciences approached the SFMHS about the transfer of its earthquake display to the SFMHS. This room, which simulates the shaking experience of an earthquake, was installed about 8-9 years ago and will not be moved to the Academy's interim location while the main site in Golden Gate Park is under construction. The earthquake display will be stored in the SFMHS storage facility on Treasure Island; PG&E has provided funds to transport the earthquake installation to the storage site. In addition, about twenty pews from the Bush Street Synagogue dating back to the 1870s are being stored at the Treasure Island storage site.

4. April 17<sup>th</sup> SFMHS Fundraiser

A second, annual "Chicken's Ball" will be held on Saturday, April 17<sup>th</sup>, at the Old Mint. A two-part event is planned. The wine, cheese and dessert event at \$40 per person will begin at 7 p.m. for SFMHS members. A 5:30 to 7:30 p.m. catered dinner, a fund-raiser for the capital campaign, will be held in the gold vaults in the main level of the mint at \$250 per person. Entertainment and dancing will follow at 8 p.m.

**V. Consideration and Possible Action to Approve the Annual Report of the SFMHS Advisory Committee for Submission to the Board of Supervisors by March 1, 2004**

Chair Heyman noted that relevant information was presented at today's meeting, which deserves to be incorporated into the annual report. In particular, section "IV. Accomplishments" on pages 3 and 4, and section "V. Concerns Moving Forward" on pages 5 and 6 require revision. Chair Heyman proposed that he would revise the report for re-circulation to the Committee for final review and approval. He suggested that the annual report might be approved in principle subject to editing by the Chair.

Discussion of the annual report ensued, it was agreed to amend the annual report as follows:

- The first bullet on page 4 under the heading "IV. Accomplishments" pertaining to the SFMHS and FAMSF San Francisco history collections will be changed to state that the objects are insufficient and inadequate for a collections-based San Francisco history museum.
- The second bullet on page 6 of section "VI. Future Considerations" will be revised to include recent funding sources. Mr. Lazarus was requested to re-draft this paragraph.
- The following clause, "to assure support for the museum," will be deleted from the last paragraph on the bottom of page 5 under "V. Concerns Moving Forward."

Mr. Parker stressed the importance of clearly stating the conclusion reached by the SFMHS Advisory Committee that the existing SFMHS and FAMSF San Francisco history collections are insufficient and inadequate to support a collections-based San Francisco history museum. Although future acquisitions are likely, the Advisory Committee concluded that the organizing principle of the San Francisco history museum should be thematic and narrative in nature and not collections based. He expressed the critical need to develop a SFMHS collections policy, which takes into consideration conservation, preservation, registration, staffing and storage requirements. Mr. Parker further stated FAMSF's commitment to the creation of a San Francisco history museum and its interest in the eventual transfer of the FAMSF San Francisco history collection to a viable San Francisco history museum. The de Young Museum was the designated City institution responsible for San Francisco's history collection in the past; FAMSF has an ongoing obligation to these history objects. The SFMHS collections policy will be an important consideration to the FAMSF Board of Trustees when it considers the actual transfer of its San Francisco history collection to the San Francisco history museum in the future.

Mr. Fracchia reported on the consensus reached in recent discussions with consultant Robert Macdonald that the SFMHS will be a collecting institution. In an effort to avoid duplication of resources and efforts, the SFMHS will not compete with other established collecting institutions, such as the San Francisco Public Library. He confirmed that the plans for the Old Mint include exhibition space but do not include storage space for the history collection. Chair Heyman emphasized the need to identify what will and will not be collected in telling the story of San Francisco.

A motion was made and seconded to approve the 2003 Annual Report in principle with the understanding that Chair Heyman will revise the report as discussed above for distribution to the SFMHS Advisory Committee for final approval. February 18<sup>th</sup> will be reserved as a possible meeting date if the annual report requires further review and discussion. There was no further discussion among the members of the SFMHS Advisory Committee. There was no public testimony. The SFMHS Advisory Committee voted unanimously to approve the 2003 Annual Report to the Board of Supervisors in principle subject to the Advisory Committee's final approval of the amended report to be revised by Chair Heyman and re-circulated to members within the next several weeks.<sup>1</sup>

## **VI. Report of the Director of the Fine Arts Museums of San Francisco –Harry S. Parker III**

### **A. Status Report on the Project to Catalogue and Inventory San Francisco History Objects – Harry S. Parker III, Director of Museums**

At the request of Mr. Parker, Sue Grinols, Manager of FAMSF Photography Services, provided a final report on the project to catalogue and inventory FAMSF San Francisco history objects. Ms. Grinols reported that FAMSF inventory project of San Francisco history objects has been completed with 1,550 San Francisco history objects catalogued and inventoried at the Museums' storage facility, the Legion of Honor, and the Interim de Young Museum. The 1,550 objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object. These objects fell into the following categories: 1) 176 paintings (portraits and mission landscapes); 2) 962 documents (crayon enlargements of people significant to San Francisco history, maps, photos, prints, lithographs, certificates, and theater programs); and 3) 412 objects (tools, miner or Gold Rush paraphernalia, ribbons, guns, signs and furniture).

Ms. Grinols noted that she is presently researching the San Francisco history holdings and the FAMSF permanent collection database to identify potential didactic images for display in the *Amusing America* exhibition.

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<sup>1</sup> The revised 2003 Annual Report was re-circulated to the SFMHS Advisory Committee on February 6, 2004, and there were no further changes suggested by the Committee members. The final report was submitted to the Board of Supervisors on February 18, 2004 and is appended to these minutes for the record.

Mr. Parker advised that the Interim de Young Museum will vacate the South San Francisco site in early 2005 in preparation for the opening of the New de Young Museum in Golden Gate Park later that summer. The 30,000 square foot support facility is leased by the Museums from the San Francisco Airport and was completely renovated by the Museums prior to the closing of the de Young Museum to the public on December 31, 2000. The security-protected facility includes offices, a library, conference rooms, parking, and a temperature-controlled storage area. He suggested that the SFMHS might want to consider consolidating its San Francisco history collection in this facility. A consortium of other history collecting institutions might be interested in participating in a shared facility arrangement. In view of this suggestion, it was agreed that the Working Committee on Collections and Programming could consider this matter at greater length and that a site visit to the Oakland Museum of California should be organized to ascertain how that organization manages its historical collections. Susan Goldstein, chair of this Working Committee, will follow through. All members of the Advisory Committee will be invited to participate in the Oakland Museum site visit. Mr. Parker concluded his comments by noting that several objects from the SFMHS history collection are being stored at the Interim de Young Museum facility.

#### **VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Acting Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

#### **VIII. Schedule of 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee**

The following schedule of meetings was noted. The next regularly scheduled meeting will be held on March 24, 2004 at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the administrative offices of the Fine Arts Museums of San Francisco at 233 Post Street, San Francisco.

<u>Date</u>	<u>Time</u>	<u>Location</u>
February 18, 2004	9 a.m.	233 Post St., San Francisco (tentative)
March 24, 2004	9 a.m.	233 Post St., San Francisco
June 2, 2004	9 a.m.	233 Post St., San Francisco
July 27, 2004	9 a.m.	233 Post St., San Francisco
September 2004	To be determined	
November 2004	To be determined	

**IX. Announcement**

Charles Striplen announced the launching of a Bay Boards Project funded by the Creative Works Fund. The project represents a partnership between the San Francisco Public Library, the Lawrence Hall of Science, the San Francisco Estuary Institute and Still Here, an ecological art organization ([www.stillhere.org](http://www.stillhere.org)). The Bay Boards Project presents a number of historic views of the San Francisco Bay on billboards around the Bay.

**X. Adjournment – Ira Michael Heyman, Chair**

There being no further business and at the suggestion of Mr. Fracchia, the meeting was adjourned in memory of Therese Heyman at 11:10 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

sfmhsadvcom041







**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**2003 Annual Report**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
January 28, 2004**

**I. Background**

The San Francisco Museum and Historical (SFMHS) Society Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The members of the Advisory Committee are:

- Philip Choy<sup>1</sup>
- Charles Crocker<sup>2</sup>
- Charles Fracchia<sup>3</sup>
- Susan Goldstein, Vice Chair<sup>4</sup>
- Ira Michael Heyman, Chair<sup>5</sup>
- Ink Mendelsohn<sup>6</sup>
- Richard Moran<sup>7</sup>
- Dr. Raye Richardson<sup>8</sup>
- Charles Striplen<sup>9</sup>
- Susan Stryker<sup>10</sup>
- Diane B. Wilsey<sup>11</sup>
- James Lazarus, Executive Director, San Francisco Museum and Historical Society

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<sup>1</sup> Appointed by the Board of Supervisors

<sup>2</sup> Appointed by the Fine Arts Museums of San Francisco

<sup>3</sup> Historian appointed by the Mayor

<sup>4</sup> City archivist appointed by the San Francisco Public Library

<sup>5</sup> Former Secretary of the Smithsonian Institution and Chancellor of the University of California, Berkeley, appointed by the Mayor

<sup>6</sup> Appointed by the San Francisco Museum and Historical Society

<sup>7</sup> Appointed by the San Francisco Museum and Historical Society

<sup>8</sup> Appointed by the Mayor

<sup>9</sup> Appointed by the Board of Supervisors

<sup>10</sup> Appointed by the Board of Supervisors

<sup>11</sup> Appointed by the Fine Arts Museums of San Francisco

San Francisco Museum and Historical Society  
 Advisory Committee  
 2003 Annual Report  
 January 28, 2004

The Advisory Committee is staffed by the Fine Arts Museums of San Francisco (FAMSF). The following serve as staff to the Advisory Committee:

- Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco
- Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

The purposes and responsibilities of the Advisory Committee are:

- The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Sources of potential financial support for the Society;
- The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- The potential merger of the City's historical collections with the Society's Collection; and
- Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## II. 2003 SFMHS Advisory Committee Meetings

- During 2003, the SFMHS Advisory Committee held seven meetings on January 29, February 26, March 27, May 29, July 29, September 23, and November 20. Following the amendment of the Ordinance creating the SFMHS Advisory Committee by the Board of Supervisors in March 2003, the SFMHS moved to a bi-monthly meeting schedule.

San Francisco Museum and Historical Society  
 Advisory Committee  
 2003 Annual Report  
 January 28, 2004

- Three working committees of the SFMHS Advisory Committee were appointed by the Chair in February 2003 and held meetings throughout the year as follows: 1) Working Committee on Development and Private Financing chaired by Diane B. Wilsey met three times; b) Working Committee on Collections and Programming chaired by Susan Goldstein met three times; and 3) Working Committee on Governance and Public Financing chaired by Ira Michael Heyman met once.
- A joint meeting of the Working Committee on Collections and Programming and the SFMHS Old Mint Advisory Committee was held on November 7, 2003 to plan for the December 6, 2003 SFMHS symposium (discussed below).

### III. SFMHS Advisory Committee Deliberations / Actions

- Ira Michael Heyman was elected Acting Chair and Susan Goldstein, Acting Vice Chair, at the initial meeting on November 14, 2002; at the September 23, 2003 meeting, their titles changed to Chair and Vice Chair, respectively.
- SFMHS Advisory Committee Bylaws were adopted on January 29, 2003.
- The governance and operations of the SFMHS were discussed including SFMHS programs and exhibitions.
- The Exclusive Negotiating Agreement between the City of San Francisco and the SFMHS for the sixty-six year lease of the Old Mint was presented by City Attorney Michael Cohen at the May 29, 2003 meeting.
- Reports on the status of fund-raising for the Old Mint / San Francisco history museum project were received on an ongoing basis.
- Chair Heyman made presentations on the role and work of the SFMHS Advisory Committee to the SFMHS Board of Directors on May 22, 2003 and to the FAMSF Board of Trustees on June 10, 2003.
- A SFMHS Proposed Vision Statement for a San Francisco history museum written by Ink Mendelsohn, *The End of the Rainbow / Visions of the San Francisco History Museum at the Old Mint*, was discussed at the March 27, 2003 meeting.
- Status reports were received on the plans for the SFMHS exhibition, *Amusing America*, which will combine the histories of San Francisco and the Musée Mecanique in space shared by both organizations at Pier 45.

### IV. Accomplishments Concerning the Proposed Museum

- In summer 2003, the Mayor and Board of Supervisors approved the SFMHS re-use proposal to create a San Francisco history museum at the Old Mint including a visitor

San Francisco Museum and Historical Society  
 Advisory Committee  
 2003 Annual Report  
 January 28, 2004

center in partnership with the San Francisco Convention and Visitors Bureau, and retail, restaurant, and office space; an Exclusive Negotiating Agreement for the Old Mint was subsequently executed on July 9, 2003 by the SFMHS and the City of San Francisco. The transfer of the Old Mint from the Federal government to the City of San Francisco occurred in August 2003.

- The Working Committee on Collection and Programs, following its site tours of the SFMHS and the San Francisco history collection of FAMSF, concluded that further acquisitions would be necessary to support an exhibition program in the Old Mint based primarily on collections. On the other hand, donations and loans of objects and works on paper are possibilities, and some of the objects in the collections could be useful in thematic or narrative-based exhibitions. The Committee, in addition, stressed the need for secure, watertight, and temperature-controlled storage sites for collections.
- On March 27, 2003, the SFMHS Advisory Committee further concluded that a narrative, interpretive, experiential history museum model should be explored in the absence of a strong, core San Francisco history collection.
- A SFMHS fund-raiser "From Mint to Museum," which was held on June 30, 2003 at the Old Mint with approximately 500 people in attendance, generated \$100,000 in gross proceeds.
- The SFMHS Advisory Committee sponsored a meeting of local history museum professionals on September 17, 2003, from 11:30 a.m. to 3 p.m., beginning with a tour of the Old Mint building, followed by lunch and discussion sessions at the San Francisco Hilton Hotel; approximately 57 attendees participated in discussion of the concept and content of a San Francisco history museum.
- About 80 participants, comprised of history museum professionals, community and civic leaders, and members of the SFMHS Board of Directors, attended the December 6, 2003 SFMHS-sponsored symposium from 9 a.m. to 3:30 p.m. at the Old Mint; the following speakers were featured: a) Neil Harris, Professor of History, University of Chicago (keynote speaker); b) Barbara Franco, President and CEO, City Museum of Washington, DC; and c) Robert Macdonald, Emeritus Director, Museum of the City of New York.
- Charles Fracchia, SFMHS Board President, created an Old Mint Advisory Committee to oversee the December 6, 2003 symposium and to make recommendations to the SFMHS Board of Directors on decisions critical to the establishment of the San Francisco history museum.
- Submission of applications to a number of private, corporate, foundation, state and federal funding sources including most notably a \$250,000 Housing and Urban Development appropriation through an Omnibus Spending Bill, sponsored by Senator Dianne Feinstein, and the possible striking of a commemorative coin to be issued by the United States Mint in 2006 through legislation co-authored by Senators Dianne Feinstein and Barbara Boxer.

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- Agreement was reached by SFMHS and the 5<sup>th</sup> and Howard Street hotel development for \$2.4 million in payments over three years for the transfer of development rights and exterior historic preservation funding.
- The SFMHS San Francisco history collection was moved to a different area of the storage facility on Treasure Island and reorganized; the storage area is now under the exclusive jurisdiction of the SFMHS.
- Several key objects from the SFMHS San Francisco history collection were moved to FAMSF's climate controlled storage facility at the Interim de Young Museum site for safekeeping.
- The FAMSF project to catalogue and inventory FAMSF San Francisco history objects is nearing completion; 1,550 history objects have been barcoded, measured, photographed, labeled and tagged, and data records have been generated for each object.
- An intern from the Museum Studies Programs at San Francisco State University assisted with the catalogue and inventory project.
- A draft has been prepared of the case statement supporting a proposed capital campaign to raise a portion of the total costs of the mint restoration.

## V. Concerns Moving Forward

- There is need for additional operating funds to begin hiring professional museum staff. Recently, the SFMHS has retained as a consultant an experienced museum professional with extensive experience as a director of a municipal history museum to help articulate for the designer and the Board how the museum might present the history of San Francisco in the Old Mint. Initially this involves the adoption of a statement concerning the basic mission of the museum. For instance, should it be primarily a center for education and related programming or should it be primarily a center for entertainment, or is it possible to combine both? Grappling with this central issue will set the stage for dealing with such questions as basic approaches to exhibitions (for instance, a chronological collections-based approach or a thematic, narrative, experiential presentation); appropriate collection policies, including collection management guidelines and the extent, potential location, and adequacy of necessary storage facilities; questions concerning permanent and temporary exhibitions; means for assuring inclusion of the stories of the multiple groups that reside in San Francisco; and eventual staffing needs for the museum. This is a good step forward, but hiring a permanent director whose full-time attention could be focused on these and like questions would be more ideal.
- Progress has been made in reorganizing the Board and committees of the SFMHS, but further attention is necessary to assure success in fundraising and program planning.


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- Continued attention must be focused on community outreach and creating a more diverse Board and committees.
- Further elaboration of the means to carry out the capital campaign will be required to assure its success.

## VI. Future Considerations

- The project to catalogue and inventory SFMHS history objects, made possible through a grant from the San Francisco Foundation, will commence in early 2004 and will be coordinated with the FAMSF inventory project.
- Ongoing review of the financial capability of the SFMHS organization to raise from private and public sources \$55 million for the Old Mint/San Francisco history museum project including: a) legislation authorizing the striking of a commemorative coin to be issued by the United States Mint in 2006, introduced by Senators Feinstein and Boxer; b) additional Federal appropriations through Congressional earmarks similar to the FY04 \$250,000 HUD grant sponsored by Senator Feinstein and Minority Leader Pelosi; c) various grants from corporations and foundations, which have been received or are pending; d) start-up of individual donor campaign; e) application for a Proposition 40 grant; and e) a possible November City general obligation bond measure to provide matching funds for seismic and building code compliance of public historic buildings, including the Old Mint.
- The exploration of various public/private partnership structural models to determine the type of relationship between the City and the SFMHS that would best serve to ensure the continuing existence, financial stability and success of the SFMHS and a San Francisco history museum at the Old Mint.
- Ongoing review of the development of the Old Mint/San Francisco history museum project including compliance with the Secretary of the Interior's standards for historic preservation, project costs, the environmental review process, the securing of City permits, and final building design elements.
- Further development of means for assuring the ongoing dialogue between this Advisory Committee and the SFMHS Old Mint Advisory Committee.

Respectfully submitted,

  
 Ira Michael Heyman  
 Chair

cc Board of Directors, San Francisco Museum and Historical Society  
 Board of Trustees, Fine Arts Museums of San Francisco



## San Francisco Museum and Historical Society Advisory Committee

March 24, 2004

### OFFICIAL MEETING NOTICE

San Francisco Museum and Historical Society  
Advisory Committee

Wednesday, March 24, 2004  
9:00 a.m.

Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA

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### AGENDA

#### ORDER OF BUSINESS

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair
- II. Calling of the Roll

##### Members Attending:

Philip Choy  
Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

There will be an opportunity for public comment before or during each agenda item.

- III. Report of the Chair – Ira Michael Heyman



**A. Consideration and Possible Action to Approve the Minutes of the January 28, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes) - Action**

B. Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair - **Discussion**

1. Report on the Scheduling of a Site Tour of the Oakland Museum of California - **Discussion**

2. Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 - **Discussion**

C. Report on the Status of Reappointments to the SFMHS Advisory Committee for Susan Goldstein by the San Francisco Public Library, and Susan Stryker and Philip Choy by the Board of Supervisors - **Discussion**

D. Other Informational Items - **Discussion**

**IV. Reports of the President, Executive Director, and Owners Representative of the San Francisco Museum and Historical Society – Charles Fracchia, James Lazarus, and Bob Mendelsohn**

A. Report on Recent Developments Regarding the Approval of the Schematic Plans for the San Francisco Museum at the Old Mint Due February 2004 – Bob Mendelsohn - **Discussion**

B. Report on the SFMHS Capital Campaign Plan Including a Campaign Committee – Charles Fracchia - **Discussion**

C. Report on the SFMHS Operating Budget – James Lazarus - **Discussion**

D. Update on the Graphic Report of the December 6, 2003 Symposium - Charles Fracchia - **Discussion**

E. Report on the Appointment of Steve Potash to the SFMHS Old Mint Advisory Committee – Charles Fracchia - **Discussion**

F. Status Reports on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement - **Discussion**

1. Report on the April 17<sup>th</sup> SFMHS “Chicken’s Ball” Fund-Raiser at the Old Mint – James Lazarus - **Discussion**

2. Report on the Agreement Between the SFMHS and the Fifth and Howard Street Hotel Corporation Regarding \$2.4 Million in Payments for the Transfer of Development Rights and the Exterior Historic



Preservation Funding of the Old Mint – Bob Mendelsohn - **Discussion**

3. Report on a Possible November 2004 City Bond Measure for the Seismic Upgrade of the Old Mint – James Lazarus - **Discussion**

4. Report on the Distribution of Approximately \$122 Million in Proposition 40 Funds through the Historical and Cultural Endowment Panel Chaired by Kevin Starr – Bob Mendelsohn - **Discussion**

5. Status Report on the \$15,000 Grant from the San Francisco Foundation to Catalogue and Inventory SFMHS San Francisco History Objects – James Lazarus - **Discussion**

Other Fund-Raising Informational Items - **Discussion**

G.Report on Current and Future Exhibitions - **Discussion**

1. Report on the Future *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

H.Other Informational Items - **Discussion**

1. Report on a Tour of the Old Mint for Mayor Gavin Newsom – James Lazarus - **Discussion**

V. Public Comment

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

VI. Schedule of 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee - **Discussion**

Date; Time; Location

June 2, 2004; 9 a.m.; 233 Post St., San Francisco

July 27, 2004; 9 a.m.; 233 Post St., San Francisco

September 2004; To be determined

November 2004; To be determined

VII. Adjournment – Ira Michael Heyman, Chair - **Action**

Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if

possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sf.gov.org](http://sf.gov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

#### Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sf.gov.org/ethics](http://sf.gov.org/ethics).





*= Fine Arts Museum*  
**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**March 24, 2004**

*= Minutes*

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, March 24<sup>th</sup>, in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco (FAMSF) at 233 Post Street, San Francisco. The meeting was called to order at 9:10 a.m., by Chair Heyman. Chair Heyman presided; Mrs. Gough acted as Secretary.

**II. Calling of the Roll**

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Present:

Philip Choy  
Charles Crocker  
Charles Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

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Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Report of the Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the January 28, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the January 28, 2004 meeting of the SFMHS Advisory Committee. Chair Heyman pointed out that page 136 of the minutes states that the existing SFMHS and FAMSF San Francisco history collections are insufficient and inadequate to support a collections-based San Francisco history museum. He further noted that page 137 documents that consensus was reached in recent SFMHS discussions with consultant Robert

Macdonald that the SFMHS will be a collecting institution. Mr. Fracchia, President of the SFMHS Board of Directors, concurred that these two statements are not inconsistent and clarified that the SFMHS will be a collecting institution, but will not compete with other established collecting institutions. Chair Heyman stressed the considerable expenses involved in supporting a collecting institution, such as storage, conservation, registration, curatorial, and education program costs.

There was no further discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

B. Report of the Working Committee on Collections and Programming -  
Susan Goldstein, Chair

1. Report on the Scheduling of a Site Tour of the Oakland Museum of  
California

As a result of discussions at the last meeting, Ms. Goldstein advised that arrangements are being made with Deborah Cooper, Museum and Collections Coordinator at the Oakland Museum of California, to organize a tour in May of the Oakland Museum's storage, conservation, and registration facilities. In addition to the Working Committee on Collections and Programming (Ink Mendelsohn, Richard Moran, Raye Richardson and Susan Stryker), all other members of the SFMHS Advisory Committee and the SFMHS Old Mint Advisory Committee will be invited to participate. Chair Heyman noted that the Oakland Museum also has a collection holding facility at the Alameda Naval Research Station.

2. Report on the Feasibility of a Joint Storage Initiative Among  
a Consortium of San Francisco History-Related Organizations for the  
South San Francisco Facility to be Vacated by the Interim de Young  
Museum When the Lease Expires on December 31, 2005

At the last meeting, the feasibility of a joint storage initiative among a consortium of San Francisco history-related organizations was discussed. The Interim de Young Museum will vacate the 30,000 square foot facility in South San Francisco in 2005 in preparation for the opening of the New de Young Museum in Golden Gate Park in the fall. Ms. Goldstein reported that the lease between the Fine Arts Museums and the San Francisco Airport is presently under review to determine the feasibility of a joint storage effort.

Robert Macdonald, Emeritus Director of the Museum of the City of New York and consultant to the SFMHS, has met with representatives of the following history-related organizations, who have expressed an interest in the joint storage concept -- San Francisco Public Library, National Park Service, Society of California Pioneers, California Historical Society, and the San Francisco Performing Arts Library and Museum (SFPALM). A meeting at and tour of the Interim de Young Museum site in

May or June is being considered, which would include the Working Committee on Collections and Programming, Mr. Macdonald, and representatives from the interested organizations. Mr. Fracchia confirmed that there is no storage capability at the Old Mint and emphasized that the Interim de Young facility presents an attractive storage and support facility alternative.

In response to a question raised by Chair Heyman, Mr. Fracchia concurred that Mr. Macdonald should meet with the SFMHS Advisory Committee during one of his future trips to San Francisco to provide an update on planning developments for the San Francisco history museum at the Old Mint. Mr. Lazarus advised that significant progress has been made on the Old Mint project and suggested that Mr. Macdonald's report be expanded to include the other members of the design team. He further suggested that this meeting might be held at the Old Mint.

- C. Report on the Status of Reappointments to the SFMHS Advisory Committee for Susan Goldstein by the San Francisco Public Library, and Susan Stryker and Philip Choy by the Board of Supervisors

At its meeting on January 27, 2004, the Board of Supervisors adopted a resolution appointing Susan Stryker and Philip Choy to the SFMHS Advisory Committee for an additional term ending December 16, 2004. Mr. Lazarus stated that current members of the Advisory Committee should continue to serve until their reappointments are confirmed.

D. Other Informational Items

1. Working Committee on Governance and Public Financing – Ira Michael Heyman, Chair

Chair Heyman advised that a meeting of Working Committee on Governance and Public Financing (Philip Choy, Charles Crocker, Charles Fracchia and Charles Striplen) will be scheduled shortly. The Working Committee is charged with:

- 1) exploring with the SFMHS various alternatives for the governance of the SFMHS including independent status and legal affiliation with the City of San Francisco;
- 2) exploring formal and informal methods for the SFMHS to relate to other organizations that maintain collections and materials relevant to the objectives of the SFMHS; and 3) sources of public financing. Deputy City Attorney Adine Varah will be invited to attend the meeting.

2. Working Committee on Development and Private Financing – Diane B. Wilsey, Chair

It was suggested that the Working Committee on Development and Private Financing (Charles Crocker, Charles Fracchia, and Richard Moran) convene in the near future in view of the initiation of the SFMHS capital campaign.

**IV. Reports of the President, Executive Director, and Owners Representative of the San Francisco Museum and Historical Society – Charles Fracchia, James Lazarus, and Bob Mendelsohn**

- A. Report on Recent Developments Regarding the Approval of the Schematic Plans for the San Francisco Museum at the Old Mint Due May 9, 2004 - Bob Mendelsohn

Mr. Mendelsohn explained that the Exclusive Negotiating Agreement between the SFMHS and the City of San Francisco calls for a number of due diligence matters to be accomplished by May 9, 2004. Several extensions were requested and granted prior to the final May 9, 2004 due date. As of May 9<sup>th</sup>, the schematic design, the draft design and development agreement, and a draft lease will be finalized. An Ad Hoc Program Committee, appointed by Mr. Fracchia, has been meeting on a regular basis. Members include Robert Macdonald, architects Piero Patri and Dana Merker, designer Barry Howard, James Lazarus, Charles Fracchia, and Ink and Bob Mendelsohn. Architect and engineering fees have been paid through the end of 2003.

The environmental impact report (EIR) negative declaration will be published after May 9<sup>th</sup>. Mr. Lazarus pointed out that the City agreed that a May 9<sup>th</sup> EIR deadline was unrealistic. Patri and Merker Architects and other Old Mint consultants are developing the EIR negative declaration. The historic preservation and traffic issues are the primary environmental concerns. The MUNI bus line 26, which terminates at Jesse and Fifth Street, will have to be re-routed. It is proposed that Jesse Street be closed to traffic, re-named "Gold Rush Alley," and developed into a pedestrian plaza. The Fifth and Mission Street garage fulfills the parking requirement. The south of Market neighborhood continues to be supportive of the project.

- B. Report on the SFMHS Capital Campaign Plan Including a Campaign Committee – Charles Fracchia

Mr. Fracchia distributed the recently printed SFMHS capital campaign materials consisting of a brochure and insert material. He announced that the capital campaign has received pledges totaling \$3.4 million to date including \$100,000 from the National Trust, a \$100,000 grant from the Northern California Community Loan Fund, a \$60,000 grant from the Bechtel Foundation, a \$250,000 HUD appropriation through an Omnibus Spending Bill, and \$2.4 million from the Fifth and Howard Street Hotel Corporation for the air rights associated with the height variance for a new Intercontinental Hotel under development at Fifth and Howard Streets, and an art commitment to restore the Old Mint. Proposals have been submitted to local foundations; meetings with individuals will begin this week.

Mr. Lazarus reported that a number of requests for funding are part of the federal fiscal year 2005 budget, which begins October 1, 2004. Included are a \$4 million proposal to fund the visitor center component of the Old Mint, a \$1 million



grant from Saving America's Treasures program, and a \$1 million HUD grant for economic development.

The Capital Campaign Honorary Committee consists of the following individuals: Diane B. Wilsey, Chairperson; Judy Avery; Nancy and Joachim Bechtel; Dale Carlson and Meagan Levitan; Annemarie Conroy and Bart Lally; Nancy Cooper; Mr. and Mrs. Charles Crocker; Emilio Cruz; Oz Erickson; George Flaherty; United States Senator Dianne Feinstein; Robert and Chandra Friese; Anne Halsted and Wells Whitney; Barbara and Ron Kaufman; Bill and Joanna Maher; Mr. And Mrs. Robert Marcus; Lee Muson and Merla Zellerbach; Peter J. Musto; Walter and Ellen Newman; Piero Patri; Marianne Peterson; Charlotte Mailliard Shultz and Honorable George Shultz; and Roselyn Swig. Members of the SFMHS Board of Directors are being approached in an effort to achieve 100 percent Board participation in the capital campaign. The appointment of a Capital Campaign Committee is in process. The capital campaign goal is \$15 million in private funds; the Old Mint project totals approximately \$50-55 million.

Mr. Stiplen emphasized the need for printed material to be as correct as possible. He particularly noted the inaccuracy of the first sentence of the capital campaign brochure text pointing out that his ancestors inhabited "the beautiful place at the edge of the Pacific Ocean" for thousands of years. Mr. Fracchia suggested that the capital campaign materials be more widely circulated for review and comment before they are re-printed in the future.

C. Report on the SFMHS Operating Budget – James Lazarus

Mr. Lazarus reviewed the SFMHS Financial Update dated February 29, 2004. Year-to-date (July 1, 2003 – February 29, 2004), total income was \$43,000 over budget at \$221,000, and expenses totaled \$186,000, which was \$17,000 over budget. A \$9,500 surplus was projected at February 29, 2004.

The capital campaign budget totaled \$267,000 in funds for the same period of time with expenses totaling \$256,000 for a net of \$11,000 on hand. A substantial amount of funding has been received since the end of February 2004.

In response to a question raised, Mr. Lazarus advised that the operating statements are audited as required by granting agencies. Mr. Parker suggested that the SFMHS consider publishing an annual report with audited statements, which may be helpful to the capital campaign effort.

D. Update on the Graphic Report of the December 6, 2003 Symposium - Charles Fracchia

Mr. Fracchia circulated a copy of the graphic report of the December 6, 2003 Symposium. It will be distributed along with a narrative report to members of the Advisory Committee. Mr. Fracchia emphasized the value of the exchange of ideas with

the three speakers in discussions prior to and during the Symposium -- Neil Harris, Professor of History, University of Chicago (keynote speaker), Barbara Franco, Former President and CEO of the City Museum of Washington D.C., and Robert Macdonald, Emeritus Director, Museum of the City of New York.

Mr. Fracchia stated the importance of providing an opportunity to members of the San Francisco community to learn about the San Francisco history museum at the Old Mint and to provide input into the planning process. This is particularly critical in view of the possible November 2004 general obligation ballot measure seeking funds for the seismic retrofitting of San Francisco historic landmarks including the Old Mint, the Palace of Fine Arts, and Coit Tower.

E. Report on the Appointment of Steve Potash to the SFMHS Old Mint Advisory Committee – Charles Fracchia

Mr. Fracchia reported that Steve Potash has been appointed to the SFMHS Old Mint Advisory Committee. Mr. Potash, an East Bay resident, is a collector of works on the Pacific Mail Steamship Company, one of the most important transportation links to San Francisco during the 19<sup>th</sup> and early 20<sup>th</sup> centuries.

F. Status Reports on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

1. Report on the April 17<sup>th</sup> SFMHS “Chicken’s Ball” Fund-Raiser at the Old Mint – James Lazarus

A second, annual “Chicken’s Ball” will be held on Saturday, April 17<sup>th</sup>, at the Old Mint. The wine, cheese and dessert event at \$40 per person will begin at 7 p.m. in the two-story accounting and receiving rooms. A catered dinner from 5:30 to 7:30 p.m., in the gold vaults in the main level of the mint at \$250 per person, will precede the entertainment and dancing scheduled for 8 p.m. Sponsors have been identified, and a number of tables have been reserved. The fund-raiser will benefit the capital campaign and the SFMHS operating budget.

Mr. Lazarus advised that several organizations have expressed interest in renting the Old Mint facilities for events, which will provide a modest source of revenue for the SFMHS. In June, the Junior League of San Francisco may host a fund-raiser at the Old Mint. Gen Art, a national organization promoting emerging artists, plans to schedule a public exhibition over a two-week period in November 2004.

2. Report on the Agreement Between the SFMHS and the Fifth and Howard Street Hotel Corporation Regarding \$2.4 Million in Payments for the Transfer of Development Rights and the Exterior Historic Preservation Funding of the Old Mint – Bob Mendelsohn

A new Intercontinental Hotel is under development by the Continental Development Corporation one block from the Old Mint at Fifth and Howard Streets, adjacent to the Moscone Center expansion. A substantial community benefit package is a required component of the City approval process. The Old Mint has been designated as the principal beneficiary involving \$2.4 million in payments over three years for the transfer of development rights and the exterior historic preservation funding of the Old Mint. The air rights associated with the height variance account for \$1.4 million; the remaining \$1 million represents the developer's art commitment to restore the Old Mint pending a change in the planning code. This legislation, to be introduced by Supervisor Aaron Peskin, models a previous provision in the planning code that allowed for office and hotel developers to transfer their art funding commitments to the restoration of a national landmark building. This amendment to the planning code was approved by the San Francisco Planning Commission last week and is pending approval by the Board of Supervisors. An initial \$50,000 payment was received from the Fifth and Howard Street Hotel Corporation in December 2003; the second payment is expected next month.

3. Report on a Possible November 2004 City Bond Measure for the Seismic Upgrade of the Old Mint – James Lazarus

The City Attorney's Office has drafted the legislation for a \$50 million general obligation bond measure for the November 2004 ballot for the historic preservation of projects such as the Old Mint, the Palace of Fine Arts, Coit Tower, Bay View Opera House, and the Geneva car barn. A meeting of representatives from these organizations with Mayor Gavin Newsom has been scheduled for April 1<sup>st</sup>. The November 2004 ballot may include a housing and/or San Francisco General Hospital general obligation bond measure, as well as ordinances calling for the restructuring of certain city taxes. A general obligation bond measure requires a two-thirds affirmative vote by San Francisco voters.

4. Report on the Distribution of Approximately \$122 Million in Proposition 40 Funds through the Historical and Cultural Endowment Panel Chaired by Kevin Starr – Bob Mendelsohn

An organizing meeting of the Historical and Cultural Endowment Panel, chaired by Kevin Starr, was held in January 2004 in Sacramento. This ten-member panel, appointed by the Governor and the State legislature, will be responsible for the distribution of approximately \$122 million in Proposition 40 funds. The Panel is drafting regulations subject to the scheduling of public hearings throughout the state. The first public forum on the draft regulations will be held in several weeks in Pasadena; additional hearings will be scheduled in central and northern California.

Applications may be distributed in June 2004 following the adoption of the regulations, which includes a thirty-day public comment period.

The appointment of an executive director is expected to occur at the next Panel meeting in April. Marie Acosta, former Director of the Mexican Museum and panel member, chairs the search committee. It is likely that Governor Arnold Schwarzenegger will replace appointments to the Panel made by former Governor Gray Davis.

5. Status Report on the \$15,000 Grant from the San Francisco Foundation to Catalogue and Inventory SFMHS San Francisco History Objects – James Lazarus

A \$15,000 grant from the San Francisco Foundation has been received to inventory the SFMHS history collection stored at Treasure Island. Mr. Lazarus reported that SFMHS consultant Kim Klausner has begun work on the project with the assistance of Sue Grinols, Manager of Photography Services at the Fine Arts Museums. Ms. Grinols advised that she met with Ms. Klausner at the Spruce Street facility to orient her to the FAMSF inventory project. FAMSF computer and photography equipment are presently on loan to the SFMHS.

E. Report on Current and Future Exhibitions

1. Report on the Future *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Ms. Mendelsohn reported that the *Amusing America* exhibition opens to the public on July 1<sup>st</sup>. Research, fund-raising, and image gathering is ongoing. The exhibit at Pier 45 presents a major opportunity to promote the San Francisco history museum at the Old Mint.

F. Other Informational Items

1. Report on a Tour of the Old Mint for Mayor Gavin Newsom

Mr. Lazarus reported that he recently met with the Mayor and briefed him on the Old Mint project. A tour of the Old Mint is being scheduled.

2. Report on the California Academy of Sciences

The Academy of Sciences has agreed to fund a May 2004 exhibition in the south court off the City Hall Rotunda. In addition, a \$10,000 grant from PG&E has been received to relocate the earthquake exhibit at the Academy of Sciences to either the SFMHS storage facility at Treasure Island or the Musée Mecanique at Pier 45.

**V. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**VI. Schedule of Remaining 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee**

The following schedule of meetings for the remainder of 2004 was noted. The next regularly scheduled meeting will be held on June 2, 2004 at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the administrative offices of the Fine Arts Museums of San Francisco at 233 Post Street, San Francisco.

<u>Date</u>	<u>Time</u>	<u>Location</u>
June 2, 2004	9 a.m.	233 Post St., San Francisco
July 27, 2004	9 a.m.	233 Post St., San Francisco
September 2004	To be determined	
November 2004	To be determined	

Chair Heyman suggested that the agenda for the next meeting should include a discussion of the programmatic component of the San Francisco history museum. This would be especially pertinent if consultant Robert Macdonald is able to attend the meeting. Mr. Fracchia confirmed that a case statement drafted by Mr. Macdonald should be available for presentation at the June 2<sup>nd</sup> meeting. In addition, further discussion of an expanded operating budget to address programmatic needs should be addressed.

**VII. Adjournment – Ira Michael Heyman, Chair**

There being no further business, the meeting was adjourned at 10:30 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.



**OFFICIAL SPECIAL MEETING NOTICE<sup>1</sup>**

*= Fine Arts Museums*  
**San Francisco Museum and Historical Society  
Advisory Committee**

**Thursday, May 20, 2004  
9:00 a.m.**

**The Old Mint  
Fifth and Mission Streets / Enter through Fifth and Jesse Entrance  
First Floor Conference Room / South End of Hallway to the Left  
San Francisco**

**AGENDA**

**ORDER OF BUSINESS**

DOCUMENTS DEPT.

MAY 17 2004

SAN FRANCISCO  
PUBLIC LIBRARY

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

**II. Calling of the Roll**

Members Attending:

Philip Choy  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Diane B. Wilsey

Members Unable to Attend:

Charles Crocker  
Richard Moran  
Susan Stryker

There will be an opportunity for public comment before or during each agenda item.

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<sup>1</sup> Because of the changes in date to May 20, 2004 from June 2, 2004 and location to The Old Mint, 5<sup>th</sup> and Mission Streets, San Francisco, from the Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor Conference Room, San Francisco, this meeting is being noticed as a Special Meeting of the San Francisco Museum and Historical Society Advisory Committee. The May 20, 2004 meeting replaces the regularly scheduled June 2, 2004 meeting, which has been canceled.



### III. Report of the Chair – Ira Michael Heyman

- |                             |  |                                |             |                 |                             |        |                                |                           |        |                                |  |
|-----------------------------|--|--------------------------------|-------------|-----------------|-----------------------------|--------|--------------------------------|---------------------------|--------|--------------------------------|--|
| A.                          | Consideration and Possible Action to Approve the Minutes of the March 24, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)  | <b>Action</b>                  |             |                 |                             |        |                                |                           |        |                                |  |
| B.                          | Consideration and Possible Action to Set the Dates of the September 2004 and November 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee  | <b>Action</b>                  |             |                 |                             |        |                                |                           |        |                                |  |
|                             | <table border="0" style="width: 100%;"> <tr> <td style="text-align: left;"><u>Date</u></td> <td style="text-align: left;"><u>Time</u></td> <td style="text-align: left;"><u>Location</u></td> </tr> <tr> <td>September 23, 2004 (Thurs.)</td> <td>9 a.m.</td> <td>233 Post Street, San Francisco</td> </tr> <tr> <td>November 30, 2004 (Tues.)</td> <td>9 a.m.</td> <td>233 Post Street, San Francisco</td> </tr> </table> | <u>Date</u>                    | <u>Time</u> | <u>Location</u> | September 23, 2004 (Thurs.) | 9 a.m. | 233 Post Street, San Francisco | November 30, 2004 (Tues.) | 9 a.m. | 233 Post Street, San Francisco |  |
| <u>Date</u>                 | <u>Time</u>  | <u>Location</u>                |             |                 |                             |        |                                |                           |        |                                |  |
| September 23, 2004 (Thurs.) | 9 a.m.   | 233 Post Street, San Francisco |             |                 |                             |        |                                |                           |        |                                |  |
| November 30, 2004 (Tues.)   | 9 a.m.   | 233 Post Street, San Francisco |             |                 |                             |        |                                |                           |        |                                |  |
| C.                          | Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair  | <b>Discussion</b>              |             |                 |                             |        |                                |                           |        |                                |  |
| 1.                          | Report on the Scheduling of a Site Tour of the Oakland Museum of California  | <b>Discussion</b>              |             |                 |                             |        |                                |                           |        |                                |  |
| 2.                          | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005  | <b>Discussion</b>              |             |                 |                             |        |                                |                           |        |                                |  |
| D.                          | Report of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair   | <b>Discussion</b>              |             |                 |                             |        |                                |                           |        |                                |  |
| E.                          | Report of the Working Committee on Development and Private Financing – Diane B. Wilsey   | <b>Discussion</b>              |             |                 |                             |        |                                |                           |        |                                |  |
| F.                          | Other Informational Items  |                                |             |                 |                             |        |                                |                           |        |                                |  |

### IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Charles Fracchia

- |    |  |                   |
|----|--|-------------------|
| A. | Presentation of the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century – Robert Macdonald, Director Emeritus of The Museum of the City of New York and SFMHS Consultant | <b>Discussion</b> |
|    |  | <b>Discussion</b> |



- B. Report on the Status of the Schematic Plans for the San Francisco History Museum at The Old Mint – Dana Merker, Project Architect, Patri.Merker.Associates, and Barry Howard, History Museum Designer **Discussion**
- C. Report on the SFMHS Capital Campaign Plan Including a Campaign Committee **Discussion**
- D. Report on the SFMHS Old Mint Advisory Committee **Discussion**
- E. Other Information Items
- V. **Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn<sup>1</sup>**
  - A. Report on the Environmental Impact Report Negative Declaration **Discussion**
  - B. Report on the Agreement Between the SFMHS and the Fifth and Howard Street Hotel Corporation Regarding \$2.4 Million in Payments for the Transfer of Development Rights and the Exterior Historic Preservation Funding of the Old Mint **Discussion**
  - C. Report on the Distribution of Approximately \$122 Million in Proposition 40 Funds through the Historical and Cultural Endowment Panel Chaired by Kevin Starr **Discussion**
  - D. Other Informational Items **Discussion**
- VI. **Report of the Executive Director – James Lazarus<sup>1</sup>**
  - A. Report on the SFMHS Operating Budget as of March 31, 2004 **Discussion**
  - B. Discussion of an Expanded SFMHS Operating Budget to Address the Programmatic Needs of the San Francisco History Museum **Discussion**
  - C. Status Reports on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement **Discussion**
    - 1. Report on the April 17<sup>th</sup> SFMHS “Chicken’s Ball” Fund-Raiser at the Old Mint **Discussion**
    - 2. Report on a Possible November 2004 City Bond Measure for the Seismic Upgrade of the Old Mint **Discussion**

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<sup>1</sup> Due to time constraints, these reports may need to be deferred until the next meeting.

- 3. Status Report on the \$15,000 Grant from the San Francisco Foundation to Catalogue and Inventory SFMHS San Francisco History Objects **Discussion**
- 4. Other Fund-Raising Informational Items **Discussion**
- D. Report on Current and Future Exhibitions **Discussion**
  - 1. Report on the Future *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn **Discussion**
- E. Other Informational Items **Discussion**

## VII. Public Comment

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

## VIII. Schedule of 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee **Discussion**

<u>Date</u>	<u>Time</u>	<u>Location</u>
June 2, 2004	9 a.m.	233 Post St., San Francisco
July 27, 2004	9 a.m.	233 Post St., San Francisco
September 23, 2004 <sup>2</sup>	9 a.m.	233 Post St., San Francisco
November 30, 2004 <sup>1</sup>	9 a.m.	233 Post St., San Francisco

## IX. Adjournment – Ira Michael Heyman, Chair **Action**

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<sup>2</sup> Pending the setting of this date by the SFMHS Advisory Committee on page 2 of this agenda.

Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sf.gov.org](http://sf.gov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna.Hall@ci.sf.ca.us](mailto:Donna.Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvr/sunshine](http://www.ci.sf.ca.us/bdsupvr/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

**Lobbyist Registration and Reporting Requirements** – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sf.gov.org/ethics](http://sf.gov.org/ethics).



**THE MUSEUM  
OF  
THE CITY OF SAN FRANCISCO**

*A MUSEUM FOR THE 21st CENTURY*



## PREFACE

The following Case Statement presents a vision and mission for the Museum of the City of San Francisco as a new, significant, fundable, and sustainable cultural and educational resource. The statement is centered on the premise that the Museum of the City of San Francisco should be an exciting and energetic place of learning about San Francisco's past, present, and future. The ideas found in the statement were formed by extensive research and from discussions with more than fifty museum professionals, educators, scholars, and citizens of San Francisco. The statement does not offer a definitive history of San Francisco. Its purpose is to suggest approaches for selecting key themes and stories from San Francisco's past that can be transmitted through the museum's exhibition and educational programs. The formulation of an intellectually supportable exhibition and programmatic syllabus to guide the architects and exhibit designers is essential for the project to secure the credibility to attract substantial public and private support. It is anticipated that the concepts and approaches outlined here will elicit thoughtful dialogues and proposals of alternative methodologies. The final choices of the Museum of the City of San Francisco's interpretations of the city's past are the responsibility and challenge of the San Francisco Museum and Historical Society.

The selected interpretive curriculum will be realized within the Mint's historic fabric by means of an architectural plan that renovates the landmark for modern, educational/museum purposes and exhibit designs that are visually exciting, intellectually accessible, and emotionally evocative. The goal is to involve the museum's visitor in a memorable process of discovery and learning.

Following the vetting of the ideas and approaches found in the Case Statement, the next step will be the preparation of exhibition scripts. This phase of the project will require the engagement of a project curator to link the selected themes to collection materials. The exhibition scripts will serve as guides for the exhibition designers in developing designs that will engage the museum's visitors in a rewarding exploration of the history of San Francisco.

In preparing this Case Statement I had the pleasure of interviewing individuals who are actively involved in thinking about and interpreting San Francisco's history. I particularly appreciate the insights of Charles Fracchia, Ink Mendelsohn, William Issel, Gray Brechin, Philip P. Choy, Susan Stryker, Peter Stein, Chris Carlsson, Rosalyn Tonai, Mary Jo Pugh, and Susan Goldstein. I want to thank these colleagues and others for their generosity in sharing ideas and approaches to the understanding of San Francisco.

It is my hope that the Case Statement will be an instrument in advancing the important work of creating a Museum of the City of San Francisco.

Robert R. Macdonald  
April 23, 2004





# THE MUSEUM OF THE CITY OF SAN FRANCISCO

*What I like about San Francisco is San Francisco.*  
Frank Lloyd Wright

Few cities have captured the imagination or stirred the emotions as much as San Francisco. "The City by the Bay" is a faceted jewel shrouded in myths that are sometimes as thick as the fog rolling through the Golden Gate. But the real stories of San Francisco are more interesting than the fiction. Telling those stories and discerning their meaning to contemporary audiences is the mission of **The Museum of the City of San Francisco**.

It is instructive that this city of such consequence is only the fourteenth largest city in the United States. San Francisco with its 750,000 inhabitants is one tenth the size of New York City. Los Angeles' population is six times larger, Chicago's five times, and Philadelphia's is twice as large. Measured by populace, San Francisco is comparable to Indianapolis and Baltimore. Measured by urbanity, creativity, and a rich historical texture, San Francisco is in the same class as New York, Paris, London, St. Petersburg, San Paulo, Shanghai, and Tokyo.

Edgy, beautiful, inclusive, contentious, unique, narcissistic, creative, stunning, tolerant, original, decadent, wacky, corrupt, worldly, ethereal, and self indulgent are adjectives that have been applied to San Francisco throughout its history. But words have a limited capacity to capture what makes San Francisco, San Francisco. To "get" San Francisco you have to experience the city through time. At the Old United States Mint on 5<sup>th</sup> and Mission Streets the San Francisco Museum and Historical Society is creating a center of learning that will narrate the stories of this young and vibrant city through visually stunning, technologically sophisticated, and intellectually accessible exhibitions and lively educational programs for all ages and backgrounds.

**The Museum of the City of San Francisco**, in the restored U. S. Mint, with easy access to BART, MUNI, and public parking, will be a place where San Franciscans, natives and newcomers, and visitors to the city can gather to learn how the city we know today came to be. With this historical understanding, visitors will have the context to ponder the possibilities of what San Francisco may become in the future.

What follows is an outline of this new cultural and educational resource that the people of San Francisco are creating. A world class city deserves a world class museum about itself. **The Museum of the City of San Francisco** will be such a museum.



## THE MUSEUM OF THE CITY OF SAN FRANCISCO A CENTER OF LEARNING

The Museum of the City of San Francisco will be a center of learning where individuals, families, and groups can explore how the San Francisco they know developed over time. The museum will have three learning objectives: exploring the external natural and human forces that shaped the city, tracing the internal human dynamics that have given San Francisco its unique character, and presenting San Francisco's stories in the context of the history of the United States.

The primary means of discovery will be through interpretive, "permanent," and changing exhibitions utilizing original cultural materials supported by innovative interactive learning aids. An energetic changing exhibition program will present displays on a variety of subjects related to urban life organized by the Museum of the City of San Francisco and borrowed from national and international sister institutions.

The exhibitions will be accompanied by a full range of educational programs presented by the Museum's **SAN FRANCISCO HISTORY LEARNING CENTER**. Educational offerings will include student responsive class tours tied to the California history curriculum used in the public and private schools. The Museum will sponsor scholarly seminars, lectures, and conferences on San Francisco history related subjects organized by the Museum or in collaboration with local institutions of higher learning and other groups engaged in the study of the city's history. There will be community forums cosponsored with local groups to discuss historic as well as contemporary issues facing San Francisco. Historical walking tours, programs for teenagers and seniors, film series book readings, and musical performances will be among the programs that distinguish the dynamic offerings of the Museum of the City of San Francisco's History Learning Center.

The Museum of the City of San Francisco will be a place where differing and sometimes conflicting interpretations of the City's history and current life are discussed and debated. At the Mint, San Franciscans will also be able to ponder their city's future. The Museum will be a source of information and historical context for elected and appointed public officials responsible for governing and advancing the community. Here teachers will be trained in the instruction of San Francisco history and receive curriculum materials to advance that instruction in the classroom. The Museum will be the gateway through which San Franciscans and visitors to the city will begin their exploration of the city. It will offer the intellectual tools that will allow visitors to use the entire city as a "museum without walls" perpetually offering insights into questions of time, place, and self.

San Francisco has been a world leader in defining urbanity. The creation of the Museum of the City of San Francisco at the Old U.S. Mint provides the city a unique opportunity to strengthen its self-awareness. By understanding and appreciating its past and present, San Francisco will gain the wisdom and confidence to engage the future and continue the city's singular journey through time.



## THE MUSEUM OF THE CITY OF SAN FRANCISCO EXHIBITIONS

The Museum's core exhibition will be **SAN FRANCISCO: CITY OF PROMISE**. The self guided tour of the exhibition will be introduced by an optional, twenty minute, large screen, digital presentation orienting the visitor to what they are about to experience. Through site and sound, this lively presentation will encapsulate the exhibition's chronology and themes. Throughout the exhibition's multidimensional displays there will be opportunities for visitors to electronically probe the exhibit's subject matter in more depth as well as to learn more about the visual and material culture the exhibition uses to interpret the historic narratives. The goal of the exhibition's design and display techniques will be to engage the viewer in a memorable process of learning.

The core display will be augmented with "sidebar" exhibitions addressing the history of San Francisco through such topics as neighborhoods, architecture, public entertainment, sports, and biography. **SAN FRANCISCO: CITY OF PROMISE** will conclude with three interactive exhibitions where visitors can electronically share their own stories and perspectives, see how the city has physically changed over time, and participate in thinking about the city's future.

**TEMPORARY EXHIBITIONS** will present an infinite variety of San Francisco related subjects. These displays will be created by the Museum of the City of San Francisco independently and in association with other not-for-profit educational corporations. Temporary shows will also include exhibits dealing with urban related subjects borrowed from national and international sister institutions. The San Francisco focused themes of these three to six month exhibitions could range from the history of urban gardening to the history of homelessness, from ethnic costume to religion, from urban scene paintings to San Francisco's ever-changing weather.

A unique category of temporary display will be presented in the Museum's **COMMUNITY GALLERY**. This gallery will allow the Museum to assist local, not-for-profit groups in presenting their own stories. These three month exhibitions could address such topics as the history of the San Francisco Opera, the Mission neighborhood, or the Ohabai Shalome Synagogue. These exhibitions would be enhanced by a series of collaborative lectures, walking tours, conferences and other forms of educational activities extending the exhibition's educational benefits.



## THE MUSEUM OF THE CITY OF SAN FRANCISCO

### THE SAN FRANCISCO HISTORY LEARNING CENTER

Located on the third floor of the Mint, the **SAN FRANCISCO HISTORY LEARNING CENTER** will be the physical locus of the Museum's educational programs. These programs will range from scholarly symposia to participatory activities for teenagers. There will be programs geared to senior citizens, lecture series, movie series, history workshops, and teacher training courses. The Museum will present conferences in collaboration with local colleges and universities as well as sister institutions such as the California Historical Society, the Gay Lesbian Bisexual Transgender Historical Society, and the Chinese Historical Society of America. The Learning Center will include a Teacher Resource Library where public and private school teachers can acquire curriculum materials for use in the classroom. There will be a digital library where visitors can retrieve information on San Francisco history from the Museum's resources and online from such repositories as the Public Library's San Francisco History Center, the Bancroft Library, the libraries and archives of San Francisco State University, and the California State Library in Sacramento. The Learning Center will include conference and seminar rooms where the Museum and other not-for-profit groups dealing in subjects related to the city's history can hold meetings and programs. The Center will be where school groups will begin their visit to the Mint. Here they will receive an orientation before they tour the exhibitions. The Center will also host weekend classes and workshops for groups of all ages.

Additional educational activities sponsored by the Museum of the City of San Francisco will include **SAN FRANCISCO HISTORY DAY**. This year long program will be part of California History Day; a statewide activity sponsored by the California Historical Society in which students, individually and in groups, prepare papers, dramatic performances, and tabletop exhibitions on themes and subjects suggested by National History Day. Winners at the San Francisco History Day will go on to California History Day, where they will have the opportunity to be selected to participate in National History Day held annually at the University of Maryland. It is anticipated that many of the Museum's educational activities will be presented in association with such groups at San Francisco Beautiful, the Japanese Historical Society of America, the Gay, Lesbian, Bisexual, Transgender Historical Society, Mission Dolores, Gateway National Park, as well as the history departments of local colleges and universities.

The **SAN FRANCISCO HISTORY LEARNING CENTER** will be a significant addition to the city's educational recourses and augment and expand current programs that focus on the city's history.





**THE MUSEUM OF THE CITY OF SAN FRANCISCO**

**SAN FRANCISCO: CITY OF PROMISE**

**SAN FRANCISCO: CITY OF PROMISE**, the “core exhibition,” will be a chronological multidimensional excursion through the stories that have formed San Francisco and which make contemporary San Francisco understandable. The exhibition will use original cultural materials, reproductions, holographic dioramas, and the latest media technologies to illustrate the city’s historical journey. The visually exciting and intellectually stimulating narrative will be divided into nine sections.

**BEGINNINGS AND THE FIRST FAMILIES**

**THE COMING OF THE EUROPEANS  
EXPLORATION AND SETTLEMENT  
1542-1776**

**MISSIONARIES, RANCHEROS, AND ENTREPRENEURS  
1776-1848**

**ANNEXATION  
A NEW EL DORADO  
THE MAKING OF SAN FRANCISCO AS AN AMERICAN CITY  
1848-1906**

**THE 1906 EARTHQUAKE  
A CITY DESTROYED AND REBORN  
1906-1915**

**THE “GOLDEN ERA” OF SUNNY JIM ROLPH  
SOCIAL UNREST AND THE STRUGGLE FOR EQUITY  
1915-1941**

**WAR AND PEACE COME TO SAN FRANCISCO  
1941-1950**

**THE CAPITAL OF COUNTERCULTURE  
1950-1978**

**SAN FRANCISCO AT THE END OF THE 20<sup>TH</sup> CENTURY  
1978-2000**



## SAN FRANCISCO: CITY OF PROMISE

On January 7, 1848 the name San Francisco was officially given to the small village of Yerba Buena located on a hilly and sandy peninsula on the western edge of the North American continent. Named for the gentle Christian Saint Francis of Assisi, the area had been settled by Spanish missionaries and soldiers seventy-one years earlier. But the Spanish were latecomers. When they arrived there were several thousand men, women, and children living in the area of northern California. Their ancestors had been walking the hills, fishing the waters, and caring for the land for 3,000 years before the Europeans arrived. These people were called Costanoans by the Spaniards. Their decedents are today called Ohlone. However, the story of San Francisco actually begins even earlier, before human habitation. San Francisco's special sense of place was created over millions of years of geologic and botanic evolution that formed a spectacular bay opening through a narrow gate to the Pacific Ocean.

### BEGINNINGS AND THE FIRST FAMILIES

*The changing light at San Francisco is none of your East Coast light none of your pearly light of Paris*

*The Light of San Francisco is a sea light and island light*

*And the light of fog blanketing the hills drifting in at night through the Golden Gate to lie on the city at dawn*

*And then the halcyon late mornings after the fog burns off and the sun paints white houses with the sea of light of Greece with sharp clean shadows making the town look like it has just been painted*

*But the wind comes up at four o'clock sweeping the hills*

*And then the veil of light of early evening*

*And then another scrim when the new night fog floats in*

*And in that vale of light the city drifts anchorless upon the ocean*

**The Changing Light** by Lawrence Ferlinghetti

**SAN FRANCISCO: CITY OF PROMISE** will begin by explaining the physical genesis of San Francisco. The natural evolution of the area has provided a stage of singular beauty on which the human drama has played. Through interactive aerial and topographical maps and three dimensional models as well as original materials, visitors



will gain insight into how the dynamic landscape central to the city's sense of place came to be.

In this section of the exhibition visitors will also be introduced to the area's "First Families" and their way of life. Through original archaeological and anthropological materials the visitor will have the opportunity to better understand the origins and legacy of these Native Americans and the continuing contributions of their descendants. Central to this story will be how the first families viewed and used the land, the rivers, and the sea. Visitors will see how they lived, what they believed, and how they responded to and were impacted by the arrival of the Europeans.

## **THE COMING OF THE EUROPEANS EXPLORATION AND SETTLEMENT 1542-1776**

*The mission of San Francisco, which was founded at the Laguna and Arroyo de los Dolores, a site very beautiful and abundant with water, wood, and stone, is now also completed, and so handsomely built that I can do no less than marvel to see in so brief a time erected in the face of such shortage of men a presidio and a mission such as in many years these northern California establishments will not have seen.*

Senor Jose Joachin Moraga, March 20, 1777

For more than two hundred years European explorers representing the royal and mercantile interests of England and Spain sailed along the west coast of the North American Continent in search of riches. Juan Rodriguez Cabrillo, Sir Francis Drake, Sebastian Rodriguez Cermeno, and Sebastian Vizcaino, unwittingly sailed by the narrow entrance to one of the world's greatest protected bays. The exhibition will trace these expeditions by way of electronic and original maps. It will place the arrival of the Europeans in the context of the social, political, and economic changes that led them to explore the world in search of wealth, influence, and power. Timelines will also illustrate the contemporaneous exploration and settlement of other parts of North America by the French, English, Dutch, and Spanish.

In the fall of 1769 while the British colonists in Virginia, New York, Massachusetts, and Maryland were in the early stages of their revolt against the British Crown, and only a few months prior to the Boston Massacre, Spanish missionaries and soldiers were marching up the California coast from Monterey Bay. On October 31, 1769 a contingent of the party under the command of Don Gaspar de Portola stumbled upon what the world



would one day call the Golden Gate. However, it would be another seven years before a permanent settlement would be established on the future site of the City of San Francisco.

On June 29, 1776, six days before the signing of the Declaration of Independence in Philadelphia, Lieutenant Jose Joaquin Moraga and a party comprised of two Franciscan missionaries, several soldiers and colonists, and 200 head of cattle, prayed near the site of a new mission, San Francisco de Asis, to be known as Mission Dolores. Moraga and his men established a fort (presidio) nearby overlooking the opening to the bay.

## MISSIONARIES, RANCHEROS, AND ENTREPRENEURS

1776-1846

*It seems to me that there never was a more peaceful or happy people on the face of the earth than the Spanish, Mexican, and Indian population of Alta California before the American conquest.*

Mariano Guadalupe Vallejo, 1890

The words by the Mexican Military commander of California made at the end of his long and colorful life capture the nostalgia that many felt for the years between the founding of Mission Dolores and the annexation of California by the United States. Through paintings, original documents, dioramas, and artifacts this section of the exhibition will relay how the sparsely settled area in and around San Francisco Bay was home to Hispanic and Mexican families and those from other countries as well as a few American and British entrepreneurs who acculturated themselves to a way of life measured by kinsfolk and religion. The seeds of San Francisco were planted in 1835 with the establishment of the village of Yerba Buena located on a cove of San Francisco Bay. Yerba Buena developed into a commercial center. By the mid-1840s the village had grown to about 200 assorted individuals and a hodgepodge of buildings and dwellings.

The stories of this period will also include how this outpost of Western Civilization marked the rapid decline of the native population, most of whom were put into the service of the mission churches and ranchos. Along with religious ceremonies, family outings, European dress and customs, the settlers and missionaries brought disease to the native people and in the process almost annihilated these "converts" and their culture. The visitor to the Museum of the City of San Francisco will be introduced to the positive influences brought by the missionaries and the accompanying Spanish, Mexican, and American settlers. They will also be asked to consider the negative impact of the Europeanization of California. This seemingly tranquil era in San Francisco's history will be presented in context of the rapid westward expansion of the United States. The period ends with the increasing encroachment of the Americans whose customs, ethic, and habits were very different from those of the inhabitants of Yerba Buena.





# ANNEXATION A NEW EL DORADO THE MAKING OF SAN FRANCISCO AS AN AMERICAN CITY

1846-1906

*Poets, philosophers, lawyers, brokers, bankers, merchants, farmers, clergymen – all are feeling the impulse and are preparing to go and dig for gold and swell the numbers of adventures in the new El Dorado.*

New York Herald, January 11, 1849

The unabated western expansion of the United States would lead to the annexation of California and the transformation of the Mexican village of Yerba Buena into the American city of San Francisco. The sometimes farcical American take over of California was immediately followed by the discovery of Gold near Sacramento. The concurrence of these two events would help form San Francisco's distinctive personality.

San Francisco was an instant city. Unlike New York, Boston, or Chicago, San Francisco did not evolve. It exploded with a blast fueled by the frenzied pursuit of instant wealth. Between 1848, the year James W. Marshall accidentally discovered gold on the banks of the American River 140 miles east of San Francisco, through the exhaustion of the silver load in Nevada in 1880, to the 1906 Earthquake, a period of almost sixty years, the population of San Francisco increased from 200 to almost 400,000. The nature and consequences of that expansion are central to understanding contemporary San Francisco.

In the early years the majority of the Argonauts, as the prospectors were labeled, were single men from every region of the United States, Latin America, Australia, and Asia, particularly China. Descending on the village of San Francisco on their way to and from the gold fields, the hoard of men brought with them talent and energy, as well as loneliness and violence. Their hunt for gold and later silver and the triumph and tragedy of their efforts are indelibly inscribed on the personality of San Francisco.

The world had never seen such an instantaneous human migration. The exhibition using original artifacts, maps, photographs, holographic dioramas, and personal accounts will relay the chaos that accompanied the mad rush to the gold fields and then to the silver mines. Seemingly continuous fires lay siege to the expanding shanty town of San Francisco. Lawlessness, violence, vigilantes, corruption, and dissolution made for a volatile mix. There were prospectors and miners, manipulators and speculators, bankers and the bankrupted, prostitutes and promoters. There were relatively few who achieved fabulous wealth and many who lost much, including their sanity and lives. Behind the fictional romance of the rugged prospector was the reality of the savaging of the land



through hydraulic mining and the clear cutting of the virgin forests to supply timber for the mines and fuel the smelters.

This period also saw the arrival of families who set about creating a new American city. The exhibition will tell the stories of these men, women, and families whose aspirations and values acted as counterbalances to the avarice of the speculators and prospectors. The establishment of churches, synagogues, schools, hospitals, volunteer fire companies, libraries, orphanages, small business, factories, and the countless elements that make up a community will be part of the narrative. The exhibition will also trace the development of San Francisco as a center of culture hospitable to writers, the opera, popular music, fine and naïve artists, dance, and theater.

Through the smoke, fire, and turmoil of these years emerged an American city. Names such as Levi Strauss, Joshua A. "Emperor" Norton, Belle Cora, Mark Twain, Leland Stanford, James "Butt" Riley, Charles Crocker, Bret Harte, William Hammond Hall, William Ralston, Andrew Hallidie, Charles de Young, Denis Kearney, Mark Hopkins, Kate Kennedy, Adolph Spreckles, James Flood, Adolph Sutro, William Randolph Hearst, Jack London, Hubert Howe Bancroft, and John Muir put a human face on the kaleidoscope of San Francisco's journey from a small village to an imperial city.

This was also the time of imposing construction with the building of the Palace Hotel, an ostentatious City Hall, and the formation of Golden Gate Park out of an area of wind swept sand dunes. Political leaders and urban planners such as Mayor James D. Phelan and Daniel H. Burnham saw the city in imperial terms as a reflection of the growing power of the United States following the Spanish American War. The audacity of these efforts affirmed that San Francisco was to be ranked among the world's greatest and most beautiful cities. But during these same years the city, which is today proud of its reputation for tolerance, was torn by bigotry, particularly against the Chinese and Japanese. The contrasts of grand buildings and squalid Chinese ghettos, broadmindedness and prejudice, of beautiful parks and ravaged landscapes, of greed and charity, of entrepreneurship and labor strife will be explored through a variety of exhibition techniques.



## THE 1906 EARTHQUAKE A CITY DESTROYED AND REBORN 1906-1915

*Not in history has a modern imperial city been so completely destroyed. San Francisco is gone. Nothing remains of it but memories...Its industrial section is wiped out. Its business section is wiped out. Its social and residential section is wiped out. The factories and warehouses, the great stores and newspapers buildings, the hotels and the palaces of the nabobs are all gone.*

**Jack London, May 5, 1906**

*We are going out there on the morning of February 20 to open **OUR** Exposition. We want everybody. We shall walk...no carriages, no automobiles, everybody on foot without distinction, led by our Mayor; just the people of San Francisco.*

**Marshall Hale describing the plans for the opening of the  
Panama-Pacific International exhibition, February 20, 1915**

At five a.m. on April 18, 1906 the earth trembled, buildings fell, and fires ignited what would become a three day inferno ravaging the physical heart of San Francisco. Eight years and ten months later, on February 20, 1915 the people of San Francisco, led by their mayor, "Sunny Jim" Rolph, opened a grand world's fair. The Panama-Pacific International Exposition symbolized the rebirth of the city. Like the Phoenix rising from the ashes, the rebuilding of San Francisco and the city's hopes for the future were reflected in the fair and the opening of the new, regal City Hall. The tragedy and triumph of San Francisco in this period will be captured through photographs, archival film, original artifacts, and personal accounts. There will also be a "recreation" of the earthquake though an "experience" that will make available to visitors the physical sensation that accompanies a tremor. Light, sound, and images will give the visitor a sense of what it was like to be in San Francisco on that fateful day.

Rebuilding San Francisco was not without its challenges. Bubonic plague haunted the city as did the plague of political graft and corruption. Personalities such as Eugene Schmitz and Abe Ruef of the Union Labor Party helped their friends and lined their pockets at a level of greed and violence not seen in the city since the 1850's. There was also the struggle over what the new city would look like. Would it be the "Paris of America" that Mayor P.H. McCarthy sought or a restoration of the city destroyed by the earthquake? Eventually it was a little of both. The Burnham Plan, named for city planner D. H. Burnham, sought to transform the City with grand boulevards and public spaces. But the business community wanted to return to normal as soon as possible. The commercial district was reconstituted along the lines of what it had been. However, the area around the new City Hall was fashioned as one of America's grandest civic centers, a distinction which continues to grace contemporary San Francisco.



## THE “GOLDEN ERA” OF SUNNY JIM ROLPH SOCIAL UNREST AND THE STRUGGLE FOR EQUITY

1915-1941

*There are smiles that make us happy,  
There are smiles that make us blue,  
There are smiles that steal away the tear-drops,  
As the sunbeams steal away the dew,  
There are smiles that have a tender meaning  
That the eyes of love alone may see,  
And the smile that fill my life with sunshine  
Are the smiles that you give to me.*

SMILES, Mayor James “Sunny Jim” Rolph’s theme song.

James Rolph Jr. served as mayor of San Francisco from 1911 to 1930, a time viewed by some as a golden age of the city’s history. “Sunny Jim,” as he was universally known, was a ubiquitous figure. For nineteen years the cherubic faced Mayor Rolph, sporting a straw skimmer hat and a dapper suit with a trademark carnation in the lapel, had a cheery word for all he met. He directed parades, presided over dedications, spoke at anniversaries, and led audiences in the singing of his theme song “Smiles.” Surprisingly, he is less remembered as the mayor during whose tenure the imperial new City Hall was built, the Panama-Pacific International Exposition was created as a celebration of San Francisco’s recovery from the 1906 Earthquake, the city’s first airport was built, the Twin Peaks Tunnel and the Stockton Street Tunnel were constructed, and a major portion of the Hetch Hetchy system that brought water from the Sierra Nevada Mountains to the city was completed. Rolph also oversaw the development of the Municipal Railway system and the expansion of the city’s roads including Marina Boulevard, The Great Highway, Junipero Serra Boulevard, Alemany Boulevard, and Van Ness Avenue’s extension to Howard Street. It was also under Rolph that the planning for the Bay Bridge and the Golden Gate Bridge were inaugurated. Foreshadowing the role of Robert Moses in shaping contemporary New York City a generation later, the physical transformation of San Francisco was made possible by the Rolph’s partnership with the talented and “Herculean” engineer, Michael M. “The Chief” O’Shaughnessy.

But it would be misleading to present the time of “Sunny Jim” as a benign moment in the city’s past. While “Smiles” was being sung in the streets, the seeds of social unrest were being planted in the city’s factories and on the wharfs. The undercurrent of social strife burst into the public consciousness on July 22, 1916 when a bomb exploded on Market Street during a parade to garner support for the United State’s entry into World War I. Although the link between the bombing and the growing conflict between labor and the





San Francisco business community has never been proven, the nine deaths and 50 casualties lead to the arrest and conviction of two labor leaders: Thomas J. Mooney and Warren K. Billings. The release of the two would become a national and international cause by those who believed they were wrongly convicted. The quarter century between Mooney's and Billings's incarceration and their release in 1939 was time of militant labor strife and bloody confrontations in the streets of San Francisco. A tradition of labor and social conflict was exasperated by the Great Depression. The largest general strike in American history occurred in July 1934 following a blood-spattered mêlée between longshoremen and the police. However, this period was also a time when leading citizens and religious leaders called for and worked toward an equitable and peaceful solution to these conflicts.

Contrasted with these struggles, the period also saw the construction of two stunning landmarks, the Bay Bridge and the magnificent Golden Gate Bridge. The bridges enhance the wondrous topography of the bay and its entrance, as well as frame a cityscape that has survived natural and human disasters to become one of the world's magnificent cities. This section of the exhibition will translate through artifacts; archival footage, photographs, paintings, applied arts, and works on paper the conflicts and consensus that characterize San Francisco's passage from the reign of "Sunny Jim" to the opening of the Golden Gate International Exposition in February 1939.

## **WAR AND PEACE COME TO SAN FRANCISCO 1940 1951**

### ***SAN FRANCISCO CLEAR OF ALL BUT 6 SICK JAPS***

*For the first time in 81 years, not a single Japanese is walking the streets of San Francisco. The last group, 274 of them, were moved yesterday to the Tanforan assembly center. Only a scant half dozen are left, all seriously ill in San Francisco hospitals.*

**San Francisco Chronicle, May 21, 1942**

*With this Charter the world can begin to look forward to a time when all worthy human beings may be permitted to live decently as free people.*

**Harry S. Truman , June 26, 1945**  
**speaking at the San Francisco Opera House on the occasion of the signing of the United Nations Charter**



The shock and fear felt by San Franciscans on the early afternoon of Sunday December 7, 1941 as word arrived that Pearl Harbor had been attacked were comparable to the trauma Americans experienced on September 11, 2001. There was palpable terror as San Franciscans looked out upon the Pacific not knowing whether they would see war ships and bombers on the horizon. The attack on Pearl Harbor was a coming of age for the United States. It was a stark reminder that the country was a Pacific power, and that San Francisco was its most important outpost on the Pacific Ocean. For the following four years San Francisco became known as the "Gibraltar of the West." The city was a major center of the war industry as well as the most important port of embarkation for the troops battling toward Tokyo. Three years and seven months after Pearl Harbor, on July 16, 1945, the heavy cruiser the USS Indianapolis sailed out through the Golden Gate carrying the atomic bombs that would fall on Hiroshima and Nagasaki and end the war.

During this period San Francisco would experience the forced expulsion of its Japanese citizens and the influx of new workers, particularly African Americans, who labored in the factories and on the docks in support of the war effort. The city's population would grow to 850,000, the largest in its history. At war's end the massive overcrowding and racial fears led to a sizeable exodus of white San Franciscans to the new suburbs in Alameda, Contra Costa, San Mateo, and Santa Clara Counties.

World War II brought new stature to San Francisco as a world city evidenced by its selection as the site for a conference that would establish the United Nations. Delegates from fifty countries gathered for meetings in the Civic Center in April-June, 1945 to establish what they hoped would be the guardian of peace in the future.

The exhibition will capture this tumultuous time through original cultural materials, photographs, and archival film.

## THE CAPITAL OF COUNTERCULTURE

### 1950-1978

*I saw the best minds of my generation destroyed by madness, starving hysterical naked,  
dragging themselves through the negro streets at dawn looking for an angry fix,  
angelheaded hipsters burning for the ancient heavenly connection to the starry dynamo  
in the machinery of night, who poverty and tatters and hollow-eyed and high sat up  
smoking in the supernatural darkness of coldwater flats floating across the tops of cities  
contemplating jazz...*

From "HOWL" by Allen Ginsberg, 1954

San Francisco's role in energizing American's most influential counterculture movements in the last half of the twentieth century found its origins in the city's



cosmopolitan traditions, tolerance of eccentricity, its size, leftists labor history, and isolation from the cultural centers of the East Coast. Writers and poets such as Frank Norris, Ambrose Bierce, Bret Harte, Jack London, and Kenneth Rexroth prepared fertile fields for the emergence of the "Beat Generation". The seemingly tranquil post World War II era was interrupted by the publication of two literary works. Jack Kerouac's 1957 publication of On the Road presented San Francisco as a welcoming oasis for new ways of looking at American society and the world. In that same year Lawrence Ferlinghetti's City Lights Books published Allen Ginsberg's "Howl," the manifesto for a disaffected generation, and North Beach became a literary Mecca for the movement. The "Six Gallery" at Union and Fillmore was the forum where Ginsberg, Ferlinghetti, and Michael McClure presented their avant-garde perspectives. Herb Caen, the long time chronicler of San Francisco, coined the name "beatnik" to describe this eclectic group of individuals who became disaffected with the middle class values of post World War II America.

By the 1960s a new counterculture group, the "Hippies," attracted by lower rents, migrated to the Western Addition and Haight Ashbury neighborhoods. Music joined with poetry, prose, and street theater to create a unique neighborhood as the Fillmore Auditorium became ground zero for new musical forms represented in the inventions of the Jefferson Airplane and the Grateful Dead. Anti Vietnam War protests influenced by the non-violent Civil Rights moment evolved into "Flower Power" culminating in the 1967 "Summer of Love." "Turn On, Tune In, and Drop Out" became the "Hippie Anthem" as drugs and new sexual mores confronted America's more traditional values.

San Francisco of the 1960s also included a burgeoning Gay Rights movement. On New Years Eve 1965 a costume ball raising funds for the Council on Religion and the Homosexual was harassed by the police. The event was a turning point in the emergence of gender as a subject of political action and social conflict. The twenty year epic heralded a new age that included the nineteen month occupation of Alcatraz by "Indians of All Tribes" and street protests focusing on issues as far-ranging as war, women's rights, and the building of expressways. The era symbolically ends with the 1978 assassinations of Mayor George Moscone and City Supervisor Harvey Milk.

Capturing and translating this sometimes chaotic time in the city's history will be challenging. There is a wealth of visual material, film, and music. Unfortunately, much of the ephemeral material representing the era has been lost. But the subject matter provides the opportunity for a dynamic and creative interpretation.



# SAN FRANCISCO AT THE END OF THE 20<sup>TH</sup> CENTURY

## 1978-2000

*The loveliness of Paris seems somehow sadly gay  
The glory that was Rome is of another day  
I've been terribly alone and forgotten in Manhattan  
I'm going home to my city by the bay.*

**I Left My Heart in San Francisco**  
As sung by Tony Bennett

Between 1970 and 2000 more than twenty-five high-rise office buildings were constructed in San Francisco's Financial District. The most controversial of these structures was the Transamerica Pyramid completed in 1972. The Shaklee Terraces, the Telesis Tower, and the Hyatt Regency Hotel helped change San Francisco's skyline as well as confirming the city's commercial importance to the American West and the Pacific basin. San Francisco's heritages of creativity and innovation spawned the beginning of the personal computer revolution and the dawning of the Internet culture. New and renovated hotels, the development of Fisherman's Wharf, and the restoration of the Cannery and Ghiradelli Square signaled the growing importance of tourism to the San Francisco economy. The new San Francisco Museum of Modern Art, a new \$200 million de Young Museum to open in 2005, the conversion of the public library building to the new Asian Art Museum, the opening of the new Public Library, the renovation of the California Academy of Sciences, and the planned creation of a Museum of the City of San Francisco in the Old United States Mint confirms the city's commitment to remain a cultural leader.

But while the city's expanding skyline reflected a growing economy, and a vigorous cultural life added to its luster, the challenge of confronting the HIV/Aides epidemic drained the city physically and spiritually. The 1978 assassinations of Mayor George Moscone and City Supervisor Harvey Milk had shattered the city's psyche. But, as it had done throughout its history, San Francisco has led the country in the acceptance of differing lifestyles and the search for social and physical healing. In this section the exhibition will highlight the contributions of such civic leaders as Joseph L. Alioto, Benjamin Swig, and Terry Francois among others. Telling the stories of San Francisco at the end of the 20<sup>th</sup> Century will be a difficult challenge. Historians find it hard to interpret contemporaneous events and people. However, San Francisco provides a rich human fabric of living history that, thoughtfully translated through visually exciting, balanced exhibitions, will be a significant learning experiences of San Franciscans and visitors to the city.





**SAN FRANCISCO: CITY OF PROMISE** will conclude with three special galleries.

- “San Francisco Stories” will be an interactive exhibition where visitors will be given the opportunity to electronically share their stories. The genesis of this gallery is the career of Herb Caen, the legendary San Francisco journalists, whose “three-dot” columns chronicled the daily happenings of San Francisco for fifty years. The audio/visual archive created in this gallery will become a permanent part of the Museum’s collections and be available to future generations.
- “San Francisco Then and Now” will electronically present San Francisco’s landscape and cityscape overtime. The gallery will be interactive so that visitors will be able to locate specific addresses within the city on electronic aerial and topographical maps. The exhibit will also allow the visitor to locate historic and contemporary views of specific areas within the city.
- “San Francisco Futures” will present temporary exhibits of visions for the future of the city. These changing exhibitions will be developed in collaboration with local schools of architecture and city planners. They will provide San Franciscans the opportunity to comment on and participate in thinking about how their city will evolve in the future.

The Museum of the City of San Francisco’s exhibition and educational programs will be complemented by a quality museum shop selling books, reproductions, and other materials that advance the Museum’s mission. There will also be other museum, retail, and restaurant functions as well as visitor services compatible with the Museum’s mission and appropriate for a historic landmark. The Museum’s galleries and public spaces will be designed to accommodate special fundraising events organized by the Museum and events presented by the Museum’s corporate members and other sponsors. The income from retail sales, leases, and special events will help support the Museum of the City of San Francisco’s annual operating budget.

The blending of engaging exhibitions, enjoyable and stimulating educational programs, supportive commercial activities, and special events will make the Museum of the City of San Francisco a point of destination for San Franciscans and visitors to the city. It will be a continuing and lively resource where all those who love and/or who are fascinated by this unique city can visit for information and enlightenment. It will be an institution worthy of the name - **Museum of the City of San Francisco.**



*San Francisco Museum*  
**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

DOCUMENTS DEPT.

**May 20, 2004**

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**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, May 20, 2004, in the 1st Floor Conference Room of the Administrative Offices of the San Francisco Museum and Historical Society at The Old Mint, Fifth and Mission Streets, San Francisco. The meeting was called to order at 9:15 a.m. by Ira Michael Heyman, Chair. Chair Heyman presided; Mrs. Gough acted as Secretary.

Chair Heyman advised that the meeting will focus primarily on the report of the President of the SFMHS Board of Directors, Charles Fracchia (agenda item IV.), including two presentations, one on the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century, by Robert Macdonald, and the Status of the Schematic Plans for the San Francisco History Museum at The Old Mint presented by Dana Merker and Barry Howard. As the agenda is lengthy, Chair Heyman suggested that the Report of the Owners Representative of the San Francisco Museum and Historical Society (agenda item V.) by Bob Mendelsohn be reviewed as part of the agenda of the Working Committee on Governance and Public Financing, which will convene immediately following this meeting.

James Lazarus, SFMHS Executive Director, introduced Danika McKenna, who has a master's degree in museum studies and recently replaced administrative assistant Kate Berland. Ms. Berland accepted a position in Prague, Czech Republic, with an international foundation.

**II. Calling of the Roll**

Present:

Philip Choy  
Charles Fracchia  
Ira Michael Heyman  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Diane B. Wilsey

Unable to Attend:

Charles Crocker  
Susan Goldstein  
Richard Moran  
Susan Stryker

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Report of the Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the March 24, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the March 24, 2004 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Consideration and Possible Action to Set the Dates of the September 2004 and November 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee

Chair Heyman noted that due to his fall teaching schedule, the September and November 2004 SFMHS Advisory Committee meetings were unable to be scheduled on the last Wednesday of the month and are proposed for Thursday, September 23<sup>rd</sup>, and Tuesday, November 30<sup>th</sup>. Both meetings will be held at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco.

On motion, duly seconded, there was no discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to set the dates, times and locations of the September and November 2004 meetings as follows:

<u>Date</u>	<u>Time</u>	<u>Location</u>
September 23, 2004 (Thurs.)	9 a.m.	233 Post Street, San Francisco
November 30, 2004 (Tues.)	9 a.m.	233 Post Street, San Francisco

- C. Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair

In the absence of Susan Goldstein, Chair, the report of the Working Committee on Collections and Programming was deferred until the next meeting of the SFMHS Advisory Committee on July 27<sup>th</sup>.

- D. Report of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair

As noted above, the Working Committee on Governance and Public Financing will convene immediately following this meeting. Deputy City Attorney Adine Varah was present to participate in discussions.

- E. Report of the Working Committee on Development and Private Financing - Diane B. Wilsey

The report of the Working Committee on Development and Private Financing was deferred until the next meeting.

#### **IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society - Charles Fracchia**

- A. Presentation of the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century - Robert Macdonald, Director Emeritus of The Museum of the City of New York and SFMHS Consultant

Mr. Fracchia introduced Robert Macdonald, who has been invaluable in providing assistance to the San Francisco history museum project at The Old Mint. Mr. Macdonald recalled the December 6, 2003 symposium held at The Old Mint and his presentation on the role of history museums in general and city museums in particular. Shortly after the symposium, Mr. Macdonald was retained by the SFMHS to accomplish a number of tasks, including meeting with approximately 55 individuals with a particular knowledge of and interest in local history. Mr. Macdonald concluded from these meetings that there is a lively culture of local history in San Francisco with the intellectual resources necessary to create a world-class history museum. Furthermore, there is a strong desire for this project to succeed over time as a center for learning about San Francisco's past, present and future.

Mr. Macdonald presented the appended case statement, which can be viewed as a syllabus outlining the curriculum for a San Francisco history museum. He made the following points:

- The primary means of presenting and discovering San Francisco's stories will be through interpretive, permanent, and changing exhibitions utilizing original cultural materials supported by innovative interactive learning aids.
- The core exhibition needs to have some chronology to give a sense of traveling through time from "Beginnings and the First Families / The Coming of the Europeans, Exploration and Settlement, 1542-1776," through "San Francisco at the End of the 20<sup>th</sup> Century, 1978-2000."
- The case statement defines the Museum's core exhibition, San Francisco: City of Promise, temporary exhibitions presenting a variety of San Francisco related subjects, and a community gallery, which will allow the Museum to assist local, not-for-profit groups to present their own stories in a unique way.
- An outline of the educational goals and activities are included in the case statement.
- The San Francisco history museum provides a platform for ongoing dialogue regarding the City.
- The case statement is to be used for discussion purposes by the SFMHS Board of Directors, the SFMHS Advisory Committee, academic and local historians, and other voices of the people of San Francisco in order to decide which stories will be told in the San Francisco history museum.
- With the support of the citizens of San Francisco, the history museum of San Francisco can be a model, cutting-edge museum of history.
- San Francisco citizens are the primary audience and will make the history museum project sustainable.
- History collections are available through other organizations to tell the story of San Francisco.
- The history museum architects and designers will design and prepare the spaces in which the history of San Francisco will be told in lively, meaningful and evocative ways.
- The elements for a successful San Francisco history museum are present including the varied stories of San Francisco, parking, an emerging cultural district and retail expansion in the area surrounding The Old Mint, and The Old Mint building itself.

Mr. Macdonald concluded his remarks by urging Committee members to react and respond to the case statement. A final document considering and reflecting input received will be re-circulated in the future for eventual approval by the SFMHS Board of Directors. Mr. Parker commended Mr. Macdonald and the SFMHS leadership for their efforts in drafting the case statement. He and Mrs. Wilsey emphasized its importance to fund-raising efforts and to stimulating continued dialogue regarding the San Francisco history museum. Chair Heyman articulated support for a chronological approach as a useful way to organize the permanent exhibit and the thematic nature of the temporary exhibitions, which allows for a broad range of viewpoints to be expressed. Mr. Choy stated the importance of recognizing in San Francisco's history the establishment of the Pacific Coast as the gateway to China and Asia. In response to

a question raised by Dr. Richardson, Mr. Macdonald stated that there are many defining moments in San Francisco history including the Gold Rush and the instant city it created, the 1906 earthquake, and World War II years in terms of the people who came to and were removed from the City and West Coast. Mr. Striplen expressed appreciation for the inclusiveness of the case statement.

Chair Heyman suggested that further Advisory Committee discussion of the case statement at a future meeting might be helpful in identifying a number of points-of-view to the SFMHS Board of Directors. The SFMHS Advisory Committee concurred that the development of the case statement represented a major step forward in articulating the history museum of San Francisco.

- B. Report on the Status of the Schematic Plans for the San Francisco History Museum at The Old Mint – Dana Merker, Project Architect, Patri.Merker.Associates, and Barry Howard, History Museum Designer

At the request of Mr. Fracchia, Dana Merker, Project Architect, Petri.Merker.Associates and Barry Howard, History Museum Designer, presented a report on the status of the schematic plans for the San Francisco History Museum at The Old Mint. Mr. Merker reported that a team of structural, mechanical and electrical engineers, green building design, acoustical, and historical architect consultants assisted in analyzing The Old Mint building and preparing the Advanced Conceptual / Preliminary Schematic Design Submittal for The Old U. S. Mint / Museum of the City of San Francisco. This document was submitted on May 10, 2004 to the Economic Development Office, City and County of San Francisco. The historical aspects of the building were addressed, and this information was presented to the State Historic Preservation Officer for review and comment and eventual approval.

Barry Howard, History Museum Designer, and the project architects have developed the design concept incorporating the programmatic elements set forth in the case statement into the plans. Mr. Howard presented a status report on the configuration of the building and emphasized latest developments regarding the interior courtyard. He reviewed the schematics and traffic patterns floor by floor; highlights of his presentation follow:

- There are three definitions of “program,” which pertain to the history museum. As described by Mr. Macdonald, “program” is the intellectual content that underlies the visitor experience. The “space program” relates to information the architect requires in order to plan the museum spaces and the juxtaposition of these spaces. A third definition of “program” pertains to the scheduling of special exhibitions and events.
- The building consists of about 80,000 gross square feet; the history museum occupies approximately 44,000 net square feet, front and back of the house.



Other functions include a San Francisco Visitor and Convention Bureau (4,500 square feet), a numismatic museum (10,500 square feet), a restaurant, bar, and kitchen (4,500 square feet), and community office space (5,000 square feet).

- The ground floor plan totals 27,000 square feet and includes the numismatic museum, crystal court, restaurant, kitchen, bar, outdoor eating, kiosk retail, common service/back of house, and common corridor/lobby/restrooms.
- The 23,000 square foot first floor plan includes galleries (7,500 sq. ft.), crystal court, museum spaces, gift shops, theater, museum service area, San Francisco visitor center, and common corridor/lobby/restrooms.
- The second floor totals 20,000 square feet and includes museum space, crystal court, office space, conference space, museum service area, education center, San Francisco visitor center, community office space, and common corridor/lobby/restrooms.
- The 6,000 square foot attic floor plan includes museum space, crystal court, and a museum service area.
- The museum must be economically sustainable. Recreation economist and consultant Clive Jones, Economic Research Associates, has prepared a pro forma report for the San Francisco history museum. In addition to telling the story of San Francisco, the history museum needs to be a compelling cultural attraction.
- Historic preservation restrictions placed limitations on the design process. The development of the courtyard concept had the least impact on the building structure from a design perspective. This glass courtyard structure creates a "spine" in the building, which can reflect the chronology of the history museum.
- The glass courtyard structure provides a means of vertical circulation within the building without having to use the stairwells and elevators in the building. It is a contemporary, cutting-edge environment, contrasting with the stately, neo-classic architecture of The Old Mint building. The glass courtyard provides a method to convey a timeline, beginning at the top of the structure and rotating down to the lower levels.
- The interior walls of the glass courtyard structure are constructed of clear glass, translucent glass, and reflective supports. This crystal courtyard, which was reduced by 50% from the first model presented over a year ago, is entered through the doors just inside the main entrance to The Old Mint. A series of glass bridges provide views of the levels above, the chimneys on the roof, and a giant map of San Francisco on the ground floor below. A small amphitheater, which accommodates about 30 people, is located in the north wing of the first floor.
- Glass elevators provide views of the courtyard from the ground floor up to the observation level. From the observation level, distant vistas to the south and southwest can be viewed. It is proposed that imagery of the original dunes and landforms of early San Francisco be superimposed on plexiglass panels in front of the glass walls of the observation area. Visitors animating the glass bridges



throughout the building can also be seen from the glass elevators. Mrs. Wilsey pointed out that acrophobic visitors will need to be accommodated; a public elevator at the Jesse Street entrance would be available as an alternative to the glass elevators.

- 3,200 square feet of attic space will be available as exhibition space. A curved bridge on the second level leads to the north wing of exhibition galleries.
- Audio tour guides will assist visitors, who will receive a pair of earphones and a keypad upon entering the building, throughout the museum.
- Suspended graphics of clear glass panels containing laminated LED screens will deliver digital imagery.
- The Old Mint is designed as a “green” building; the glass ceiling will assist in lighting and heating the building.

Mr. Howard concluded his presentation, and Mr. Mendelsohn reported that the City will most likely agree to close Jesse Street from Fifth to Mint Streets, which will enable consideration of a plaza with kiosks. School buses would be able to park on Mint Street and students would enter The Old Mint through the Jesse Street entrance. He noted that the expansion of the gift shops is also under review.

Mr. Parker emphasized that the history museum function must not be compromised to benefit external retail operations. Gallery space at 11,000 square feet appears to be inadequate. Perhaps service and administrative spaces could be relocated offsite in order to maximize gallery space. He noted that the crystal courtyard is an exciting and effective means of transition through the museum, but has limited exhibition capability. Mrs. Wilsey suggested that the administrative and service spaces might be moved into the attic gallery space, which would provide additional gallery space in prime locations. Although the San Francisco Visitor and Convention Bureau complements the history museum, it is not integral to the museum and occupies important space on the first and second floors. It was pointed out that the allocation of retail space within the building is critical to the economic sustainability of the San Francisco history museum at The Old Mint. However, it was acknowledged that the space plan is flexible and that these important suggestions will be considered with a follow-up report provided at the next meeting.

Chair Heyman stated that the integration of the program and design requires further thought. He suggested that it would be helpful to the Advisory Committee to review the history museum economic report. It was agreed to devote a future meeting to a comprehensive review of the Clive Jones pro forma.

- C. Report on the SFMHS Capital Campaign Plan Including a Campaign Committee

Mr. Fracchia reported that a more than \$4 million has been raised as of May 19, 2004. Active donor cultivation continues, and the San Francisco history museum

concept has been well received. Chair Heyman requested that future capital campaign reports differentiate between private donations and other sources of support.

**D. Report on the SFMHS Old Mint Advisory Committee**

Mr. Macdonald presented the case statement document to the SFMHS Old Mint Advisory Committee yesterday. A lively discussion occurred regarding a thematic vs. a chronological orientation to the history museum. Mr. Fracchia noted that the SFMHS Old Mint Advisory Committee includes members of the SFMHS Board of Directors, as well as community representatives.

**V. Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn**

It was agreed to defer this report for presentation to the Working Committee on Governance and Public Financing, which will convene immediately following this meeting.

**VI. Report of the Executive Director – James Lazarus**

James Lazarus, SFMHS Executive Director, reported that the Finance Committee of the Board of Supervisors meets at 10 a.m., on Tuesday, May 25<sup>th</sup>, to consider the adoption of a resolution of necessity for the \$60 million neighborhood historic preservation general obligation bond measure. It is anticipated that the merits of the bond issue will be addressed in early summer with a decision forthcoming in July as to whether the bond issue will be placed on the November ballot. A housing general obligation bond measure is also under consideration. The \$9 million Old Mint seismic project would qualify as an applicant for matching City funds. A general obligation bond measure requires a two-thirds affirmative vote by San Francisco voters.

Due to time constraints, the remainder of the Report of the Executive Director was deferred until the next meeting.

**VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**VIII. Schedule of Remaining 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee**

The following schedule of meetings for the remainder of 2004 was noted. The next regularly scheduled meeting will be held on Tuesday, July 27, 2004 at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco at 233 Post Street, San Francisco.

<u>Date</u>	<u>Time</u>	<u>Location</u>
June 2, 2004 <sup>1</sup>	9 a.m.	233 Post St., San Francisco / <b>Canceled</b>
July 27, 2004	9 a.m.	233 Post St., San Francisco
September 23, 2004 <sup>2</sup>	9 a.m.	233 Post St., San Francisco
November 30, 2004 <sup>2</sup>	9 a.m.	233 Post St., San Francisco

**IX. Adjournment – Ira Michael Heyman, Chair**

There being no further business, the meeting was adjourned at 11:05 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

sfmhsac045

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<sup>1</sup> Replaced by May 20, 2004 meeting.

<sup>2</sup> Date set at the May 20, 2004 meeting.

<sup>2</sup> Date set at the May 20, 2004 meeting.



**THE MUSEUM  
OF  
THE CITY OF SAN FRANCISCO**

*A MUSEUM FOR THE 21st CENTURY*



## PREFACE

The following Case Statement presents a vision and mission for the Museum of the City of San Francisco as a new, significant, fundable, and sustainable cultural and educational resource. The statement is centered on the premise that the Museum of the City of San Francisco should be an exciting and energetic place of learning about San Francisco's past, present, and future. The ideas found in the statement were formed by extensive research and from discussions with more than fifty museum professionals, educators, scholars, and citizens of San Francisco. The statement does not offer a definitive history of San Francisco. Its purpose is to suggest approaches for selecting key themes and stories from San Francisco's past that can be transmitted through the museum's exhibition and educational programs. The formulation of an intellectually supportable exhibition and programmatic syllabus to guide the architects and exhibit designers is essential for the project to secure the credibility to attract substantial public and private support. It is anticipated that the concepts and approaches outlined here will elicit thoughtful dialogues and proposals of alternative methodologies. The final choices of the Museum of the City of San Francisco's interpretations of the city's past are the responsibility and challenge of the San Francisco Museum and Historical Society.

The selected interpretive curriculum will be realized within the Mint's historic fabric by means of an architectural plan that renovates the landmark for modern, educational/museum purposes and exhibit designs that are visually exciting, intellectually accessible, and emotionally evocative. The goal is to involve the museum's visitor in a memorable process of discovery and learning.

Following the vetting of the ideas and approaches found in the Case Statement, the next step will be the preparation of exhibition scripts. This phase of the project will require the engagement of a project curator to link the selected themes to collection materials. The exhibition scripts will serve as guides for the exhibition designers in developing designs that will engage the museum's visitors in a rewarding exploration of the history of San Francisco.

In preparing this Case Statement I had the pleasure of interviewing individuals who are actively involved in thinking about and interpreting San Francisco's history. I particularly appreciate the insights of Charles Fracchia, Ink Mendelsohn, William Issel, Gray Brechin, Philip P. Choy, Susan Stryker, Peter Stein, Chris Carlsson, Rosalyn Tonai, Mary Jo Pugh, and Susan Goldstein. I want to thank these colleagues and others for their generosity in sharing ideas and approaches to the understanding of San Francisco.

It is my hope that the Case Statement will be an instrument in advancing the important work of creating a Museum of the City of San Francisco.

Robert R. Macdonald  
April 23, 2004

# THE MUSEUM OF THE CITY OF SAN FRANCISCO

*What I like about San Francisco is San Francisco.*

Frank Lloyd Wright

Few cities have captured the imagination or stirred the emotions as much as San Francisco. "The City by the Bay" is a faceted jewel shrouded in myths that are sometimes as thick as the fog rolling through the Golden Gate. But the real stories of San Francisco are more interesting than the fiction. Telling those stories and discerning their meaning to contemporary audiences is the mission of **The Museum of the City of San Francisco**.

It is instructive that this city of such consequence is only the fourteenth largest city in the United States. San Francisco with its 750,000 inhabitants is one tenth the size of New York City. Los Angeles' population is six times larger, Chicago's five times, and Philadelphia's is twice as large. Measured by populace, San Francisco is comparable to Indianapolis and Baltimore. Measured by urbanity, creativity, and a rich historical texture, San Francisco is in the same class as New York, Paris, London, St. Petersburg, San Paulo, Shanghai, and Tokyo.

Edgy, beautiful, inclusive, contentious, unique, narcissistic, creative, stunning, tolerant, original, decadent, wacky, corrupt, worldly, ethereal, and self indulgent are adjectives that have been applied to San Francisco throughout its history. But words have a limited capacity to capture what makes San Francisco, San Francisco. To "get" San Francisco you have to experience the city through time. At the Old United States Mint on 5<sup>th</sup> and Mission Streets the San Francisco Museum and Historical Society is creating a center of learning that will narrate the stories of this young and vibrant city through visually stunning, technologically sophisticated, and intellectually accessible exhibitions and lively educational programs for all ages and backgrounds.

**The Museum of the City of San Francisco**, in the restored U. S. Mint, with easy access to BART, MUNI, and public parking, will be a place where San Franciscans, natives and newcomers, and visitors to the city can gather to learn how the city we know today came to be. With this historical understanding, visitors will have the context to ponder the possibilities of what San Francisco may become in the future.

What follows is an outline of this new cultural and educational resource that the people of San Francisco are creating. A world class city deserves a world class museum about itself. **The Museum of the City of San Francisco** will be such a museum.



## THE MUSEUM OF THE CITY OF SAN FRANCISCO A CENTER OF LEARNING

The Museum of the City of San Francisco will be a center of learning where individuals, families, and groups can explore how the San Francisco they know developed over time. The museum will have three learning objectives: exploring the external natural and human forces that shaped the city, tracing the internal human dynamics that have given San Francisco its unique character, and presenting San Francisco's stories in the context of the history of the United States.

The primary means of discovery will be through interpretive, "permanent," and changing exhibitions utilizing original cultural materials supported by innovative interactive learning aids. An energetic changing exhibition program will present displays on a variety of subjects related to urban life organized by the Museum of the City of San Francisco and borrowed from national and international sister institutions.

The exhibitions will be accompanied by a full range of educational programs presented by the Museum's *SAN FRANCISCO HISTORY LEARNING CENTER*. Educational offerings will include student responsive class tours tied to the California history curriculum used in the public and private schools. The Museum will sponsor scholarly seminars, lectures, and conferences on San Francisco history related subjects organized by the Museum or in collaboration with local institutions of higher learning and other groups engaged in the study of the city's history. There will be community forums cosponsored with local groups to discuss historic as well as contemporary issues facing San Francisco. Historical walking tours, programs for teenagers and seniors, film series book readings, and musical performances will be among the programs that distinguish the dynamic offerings of the Museum of the City of San Francisco's History Learning Center.

The Museum of the City of San Francisco will be a place where differing and sometimes conflicting interpretations of the City's history and current life are discussed and debated. At the Mint, San Franciscans will also be able to ponder their city's future. The Museum will be a source of information and historical context for elected and appointed public officials responsible for governing and advancing the community. Here teachers will be trained in the instruction of San Francisco history and receive curriculum materials to advance that instruction in the classroom. The Museum will be the gateway through which San Franciscans and visitors to the city will begin their exploration of the city. It will offer the intellectual tools that will allow visitors to use the entire city as a "museum without walls" perpetually offering insights into questions of time, place, and self.

San Francisco has been a world leader in defining urbanity. The creation of the Museum of the City of San Francisco at the Old U.S. Mint provides the city a unique opportunity to strengthen its self-awareness. By understanding and appreciating its past and present, San Francisco will gain the wisdom and confidence to engage the future and continue the city's singular journey through time.

## THE MUSEUM OF THE CITY OF SAN FRANCISCO EXHIBITIONS

The Museum's core exhibition will be **SAN FRANCISCO: CITY OF PROMISE**. The self guided tour of the exhibition will be introduced by an optional, twenty minute, large screen, digital presentation orienting the visitor to what they are about to experience. Through site and sound, this lively presentation will encapsulate the exhibition's chronology and themes. Throughout the exhibition's multidimensional displays there will be opportunities for visitors to electronically probe the exhibit's subject matter in more depth as well as to learn more about the visual and material culture the exhibition uses to interpret the historic narratives. The goal of the exhibition's design and display techniques will be to engage the viewer in a memorable process of learning.

The core display will be augmented with "sidebar" exhibitions addressing the history of San Francisco through such topics as neighborhoods, architecture, public entertainment, sports, and biography. **SAN FRANCISCO: CITY OF PROMISE** will conclude with three interactive exhibitions where visitors can electronically share their own stories and perspectives, see how the city has physically changed over time, and participate in thinking about the city's future.

**TEMPORARY EXHIBITIONS** will present an infinite variety of San Francisco related subjects. These displays will be created by the Museum of the City of San Francisco independently and in association with other not-for-profit educational corporations. Temporary shows will also include exhibits dealing with urban related subjects borrowed from national and international sister institutions. The San Francisco focused themes of these three to six month exhibitions could range from the history of urban gardening to the history of homelessness, from ethnic costume to religion, from urban scene paintings to San Francisco's ever-changing weather.

A unique category of temporary display will be presented in the Museum's **COMMUNITY GALLERY**. This gallery will allow the Museum to assist local, not-for-profit groups in presenting their own stories. These three month exhibitions could address such topics as the history of the San Francisco Opera, the Mission neighborhood, or the Ohabai Shalome Synagogue. These exhibitions would be enhanced by a series of collaborative lectures, walking tours, conferences and other forms of educational activities extending the exhibition's educational benefits.

## THE MUSEUM OF THE CITY OF SAN FRANCISCO

### THE SAN FRANCISCO HISTORY LEARNING CENTER

Located on the third floor of the Mint, the **SAN FRANCISCO HISTORY LEARNING CENTER** will be the physical locus of the Museum's educational programs. These programs will range from scholarly symposia to participatory activities for teenagers. There will be programs geared to senior citizens, lecture series, movie series, history workshops, and teacher training courses. The Museum will present conferences in collaboration with local colleges and universities as well as sister institutions such as the California Historical Society, the Gay Lesbian Bisexual Transgender Historical Society, and the Chinese Historical Society of America. The Learning Center will include a Teacher Resource Library where public and private school teachers can acquire curriculum materials for use in the classroom. There will be a digital library where visitors can retrieve information on San Francisco history from the Museum's resources and online from such repositories as the Public Library's San Francisco History Center, the Bancroft Library, the libraries and archives of San Francisco State University, and the California State Library in Sacramento. The Learning Center will include conference and seminar rooms where the Museum and other not-for-profit groups dealing in subjects related to the city's history can hold meetings and programs. The Center will be where school groups will begin their visit to the Mint. Here they will receive an orientation before they tour the exhibitions. The Center will also host weekend classes and workshops for groups of all ages.

Additional educational activities sponsored by the Museum of the City of San Francisco will include **SAN FRANCISCO HISTORY DAY**. This year long program will be part of California History Day; a statewide activity sponsored by the California Historical Society in which students, individually and in groups, prepare papers, dramatic performances, and tabletop exhibitions on themes and subjects suggested by National History Day. Winners at the San Francisco History Day will go on to California History Day, where they will have the opportunity to be selected to participate in National History Day held annually at the University of Maryland. It is anticipated that many of the Museum's educational activities will be presented in association with such groups at San Francisco Beautiful, the Japanese Historical Society of America, the Gay, Lesbian, Bisexual, Transgender Historical Society, Mission Dolores, Gateway National Park, as well as the history departments of local colleges and universities.

The **SAN FRANCISCO HISTORY LEARNING CENTER** will be a significant addition to the city's educational recourses and augment and expand current programs that focus on the city's history.

**THE MUSEUM OF THE CITY OF SAN FRANCISCO**

**SAN FRANCISCO: CITY OF PROMISE**

**SAN FRANCISCO: CITY OF PROMISE**, the “core exhibition,” will be a chronological multidimensional excursion through the stories that have formed San Francisco and which make contemporary San Francisco understandable. The exhibition will use original cultural materials, reproductions, holographic dioramas, and the latest media technologies to illustrate the city’s historical journey. The visually exciting and intellectually stimulating narrative will be divided into nine sections.

**BEGINNINGS AND THE FIRST FAMILIES**

**THE COMING OF THE EUROPEANS  
EXPLORATION AND SETTLEMENT  
1542-1776**

**MISSIONARIES, RANCHEROS, AND ENTREPRENEURS  
1776-1848**

**ANNEXATION  
A NEW EL DORADO  
THE MAKING OF SAN FRANCISCO AS AN AMERICAN CITY  
1848-1906**

**THE 1906 EARTHQUAKE  
A CITY DESTROYED AND REBORN  
1906-1915**

**THE “GOLDEN ERA” OF SUNNY JIM ROLPH  
SOCIAL UNREST AND THE STRUGGLE FOR EQUITY  
1915-1941**

**WAR AND PEACE COME TO SAN FRANCISCO  
1941-1950**

**THE CAPITAL OF COUNTERCULTURE  
1950-1978**

**SAN FRANCISCO AT THE END OF THE 20<sup>TH</sup> CENTURY  
1978-2000**

## SAN FRANCISCO: CITY OF PROMISE

On January 7, 1848 the name San Francisco was officially given to the small village of Yerba Buena located on a hilly and sandy peninsula on the western edge of the North American continent. Named for the gentle Christian Saint Francis of Assisi, the area had been settled by Spanish missionaries and soldiers seventy-one years earlier. But the Spanish were latecomers. When they arrived there were several thousand men, women, and children living in the area of northern California. Their ancestors had been walking the hills, fishing the waters, and caring for the land for 3,000 years before the Europeans arrived. These people were called Costanoans by the Spaniards. Their decedents are today called Ohlone. However, the story of San Francisco actually begins even earlier, before human habitation. San Francisco's special sense of place was created over millions of years of geologic and botanic evolution that formed a spectacular bay opening through a narrow gate to the Pacific Ocean.

### BEGINNINGS AND THE FIRST FAMILIES

*The changing light at San Francisco is none of your East Coast light none of your pearly light of Paris*

*The Light of San Francisco is a sea light and island light*

*And the light of fog blanketing the hills drifting in at night through the Golden Gate to lie on the city at dawn*

*And then the halcyon late mornings after the fog burns off and the sun paints white houses with the sea of light of Greece with sharp clean shadows making the town look like it has just been painted*

*But the wind comes up at four o'clock sweeping the hills*

*And then the veil of light of early evening*

*And then another scrim when the new night fog floats in*

*And in that vale of light the city drifts anchorless upon the ocean*

**The Changing Light by Lawrence Ferlinghetti**

**SAN FRANCISCO: CITY OF PROMISE** will begin by explaining the physical genesis of San Francisco. The natural evolution of the area has provided a stage of singular beauty on which the human drama has played. Through interactive aerial and topographical maps and three dimensional models as well as original materials, visitors

will gain insight into how the dynamic landscape central to the city's sense of place came to be.

In this section of the exhibition visitors will also be introduced to the area's "First Families" and their way of life. Through original archaeological and anthropological materials the visitor will have the opportunity to better understand the origins and legacy of these Native Americans and the continuing contributions of their descendants. Central to this story will be how the first families viewed and used the land, the rivers, and the sea. Visitors will see how they lived, what they believed, and how they responded to and were impacted by the arrival of the Europeans.

## **THE COMING OF THE EUROPEANS EXPLORATION AND SETTLEMENT 1542-1776**

*The mission of San Francisco, which was founded at the Laguna and Arroyo de los Dolores, a site very beautiful and abundant with water, wood, and stone, is now also completed, and so handsomely built that I can do no less than marvel to see in so brief a time erected in the face of such shortage of men a presidio and a mission such as in many years these northern California establishments will not have seen.*

Senor Jose Joachin Moraga, March 20, 1777

For more than two hundred years European explorers representing the royal and mercantile interests of England and Spain sailed along the west coast of the North American Continent in search of riches. Juan Rodriguez Cabrillo, Sir Francis Drake, Sebastian Rodriguez Cermeno, and Sebastian Vizcaino, unwittingly sailed by the narrow entrance to one of the world's greatest protected bays. The exhibition will trace these expeditions by way of electronic and original maps. It will place the arrival of the Europeans in the context of the social, political, and economic changes that led them to explore the world in search of wealth, influence, and power. Timelines will also illustrate the contemporaneous exploration and settlement of other parts of North America by the French, English, Dutch, and Spanish.

In the fall of 1769 while the British colonists in Virginia, New York, Massachusetts, and Maryland were in the early stages of their revolt against the British Crown, and only a few months prior to the Boston Massacre, Spanish missionaries and soldiers were marching up the California coast from Monterey Bay. On October 31, 1769 a contingent of the party under the command of Don Gaspar de Portola stumbled upon what the world



would one day call the Golden Gate. However, it would be another seven years before a permanent settlement would be established on the future site of the City of San Francisco.

On June 29, 1776, six days before the signing of the Declaration of Independence in Philadelphia, Lieutenant Jose Joaquin Moraga and a party comprised of two Franciscan missionaries, several soldiers and colonists, and 200 head of cattle, prayed near the site of a new mission, San Francisco de Asis, to be known as Mission Dolores. Moraga and his men established a fort (presidio) nearby overlooking the opening to the bay.

## MISSIONARIES, RANCHEROS, AND ENTREPRENEURS

### 1776-1846

*It seems to me that there never was a more peaceful or happy people on the face of the earth than the Spanish, Mexican, and Indian population of Alta California before the American conquest.*

Mariano Guadalupe Vallejo, 1890

The words by the Mexican Military commander of California made at the end of his long and colorful life capture the nostalgia that many felt for the years between the founding of Mission Dolores and the annexation of California by the United States. Through paintings, original documents, dioramas, and artifacts this section of the exhibition will relay how the sparsely settled area in and around San Francisco Bay was home to Hispanic and Mexican families and those from other countries as well as a few American and British entrepreneurs who acculturated themselves to a way of life measured by kinsfolk and religion. The seeds of San Francisco were planted in 1835 with the establishment of the village of Yerba Buena located on a cove of San Francisco Bay. Yerba Buena developed into a commercial center. By the mid-1840s the village had grown to about 200 assorted individuals and a hodgepodge of buildings and dwellings.

The stories of this period will also include how this outpost of Western Civilization marked the rapid decline of the native population, most of whom were put into the service of the mission churches and ranchos. Along with religious ceremonies, family outings, European dress and customs, the settlers and missionaries brought disease to the native people and in the process almost annihilated these "converts" and their culture. The visitor to the Museum of the City of San Francisco will be introduced to the positive influences brought by the missionaries and the accompanying Spanish, Mexican, and American settlers. They will also be asked to consider the negative impact of the Europeanization of California. This seemingly tranquil era in San Francisco's history will be presented in context of the rapid westward expansion of the United States. The period ends with the increasing encroachment of the Americans whose customs, ethic, and habits were very different from those of the inhabitants of Yerba Buena.

# ANNEXATION A NEW EL DORADO THE MAKING OF SAN FRANCISCO AS AN AMERICAN CITY

1846-1906

*Poets, philosophers, lawyers, brokers, bankers, merchants, farmers, clergymen – all are feeling the impulse and are preparing to go and dig for gold and swell the numbers of adventures in the new El Dorado.*

New York Herald, January 11, 1849

The unabated western expansion of the United States would lead to the annexation of California and the transformation of the Mexican village of Yerba Buena into the American city of San Francisco. The sometimes farcical American take over of California was immediately followed by the discovery of Gold near Sacramento. The concurrence of these two events would help form San Francisco's distinctive personality.

San Francisco was an instant city. Unlike New York, Boston, or Chicago, San Francisco did not evolve. It exploded with a blast fueled by the frenzied pursuit of instant wealth. Between 1848, the year James W. Marshall accidentally discovered gold on the banks of the American River 140 miles east of San Francisco, through the exhaustion of the silver load in Nevada in 1880, to the 1906 Earthquake, a period of almost sixty years, the population of San Francisco increased from 200 to almost 400,000. The nature and consequences of that expansion are central to understanding contemporary San Francisco.

In the early years the majority of the Argonauts, as the prospectors were labeled, were single men from every region of the United States, Latin America, Australia, and Asia, particularly China. Descending on the village of San Francisco on their way to and from the gold fields, the hoard of men brought with them talent and energy, as well as loneliness and violence. Their hunt for gold and later silver and the triumph and tragedy of their efforts are indelibly inscribed on the personality of San Francisco.

The world had never seen such an instantaneous human migration. The exhibition using original artifacts, maps, photographs, holographic dioramas, and personal accounts will relay the chaos that accompanied the mad rush to the gold fields and then to the silver mines. Seemingly continuous fires lay siege to the expanding shanty town of San Francisco. Lawlessness, violence, vigilantes, corruption, and dissolution made for a volatile mix. There were prospectors and miners, manipulators and speculators, bankers and the bankrupted, prostitutes and promoters. There were relatively few who achieved fabulous wealth and many who lost much, including their sanity and lives. Behind the fictional romance of the rugged prospector was the reality of the savaging of the land



through hydraulic mining and the clear cutting of the virgin forests to supply timber for the mines and fuel the smelters.

This period also saw the arrival of families who set about creating a new American city. The exhibition will tell the stories of these men, women, and families whose aspirations and values acted as counterbalances to the avarice of the speculators and prospectors. The establishment of churches, synagogues, schools, hospitals, volunteer fire companies, libraries, orphanages, small business, factories, and the countless elements that make up a community will be part of the narrative. The exhibition will also trace the development of San Francisco as a center of culture hospitable to writers, the opera, popular music, fine and naïve artists, dance, and theater.

Through the smoke, fire, and turmoil of these years emerged an American city. Names such as Levi Strauss, Joshua A. "Emperor" Norton, Belle Cora, Mark Twain, Leland Stanford, James "Butt" Riley, Charles Crocker, Bret Harte, William Hammond Hall, William Ralston, Andrew Hallidie, Charles de Young, Denis Kearney, Mark Hopkins, Kate Kennedy, Adolph Spreckles, James Flood, Adolph Sutro, William Randolph Hearst, Jack London, Hubert Howe Bancroft, and John Muir put a human face on the kaleidoscope of San Francisco's journey from a small village to an imperial city.

This was also the time of imposing construction with the building of the Palace Hotel, an ostentatious City Hall, and the formation of Golden Gate Park out of an area of wind swept sand dunes. Political leaders and urban planners such as Mayor James D. Phelan and Daniel H. Burnham saw the city in imperial terms as a reflection of the growing power of the United States following the Spanish American War. The audacity of theses efforts affirmed that San Francisco was to be ranked among the world's greatest and most beautiful cities. But during these same years the city, which is today proud of its reputation for tolerance, was torn by bigotry, particularly against the Chinese and Japanese. The contrasts of grand buildings and squalid Chinese ghettos, broadmindedness and prejudice, of beautiful parks and ravaged landscapes, of greed and charity, of entrepreneurship and labor strife will be explored through a variety of exhibition techniques.

## THE 1906 EARTHQUAKE A CITY DESTROYED AND REBORN 1906-1915

*Not in history has a modern imperial city been so completely destroyed. San Francisco is gone. Nothing remains of it but memories...Its industrial section is wiped out. Its business section is wiped out. Its social and residential section is wiped out. The factories and warehouses, the great stores and newspapers buildings, the hotels and the palaces of the nabobs are all gone.*

**Jack London, May 5, 1906**

*We are going out there on the morning of February 20 to open OUR Exposition. We want everybody. We shall walk...no carriages, no automobiles, everybody on foot without distinction, led by our Mayor; just the people of San Francisco.*

**Marshall Hale describing the plans for the opening of the  
Panama-Pacific International exhibition, February 20, 1915**

At five a.m. on April 18, 1906 the earth trembled, buildings fell, and fires ignited what would become a three day inferno ravaging the physical heart of San Francisco. Eight years and ten months later, on February 20, 1915 the people of San Francisco, led by their mayor, "Sunny Jim" Rolph, opened a grand world's fair. The Panama-Pacific International Exposition symbolized the rebirth of the city. Like the Phoenix rising from the ashes, the rebuilding of San Francisco and the city's hopes for the future were reflected in the fair and the opening of the new, regal City Hall. The tragedy and triumph of San Francisco in this period will be captured through photographs, archival film, original artifacts, and personal accounts. There will also be a "recreation" of the earthquake though an "experience" that will make available to visitors the physical sensation that accompanies a tremor. Light, sound, and images will give the visitor a sense of what it was like to be in San Francisco on that fateful day.

Rebuilding San Francisco was not without its challenges. Bubonic plague haunted the city as did the plague of political graft and corruption. Personalities such as Eugene Schmitz and Abe Ruef of the Union Labor Party helped their friends and lined their pockets at a level of greed and violence not seen in the city since the 1850's. There was also the struggle over what the new city would look like. Would it be the "Paris of America" that Mayor P.H. McCarthy sought or a restoration of the city destroyed by the earthquake? Eventually it was a little of both. The Burnham Plan, named for city planner D. H. Burnham, sought to transform the City with grand boulevards and public spaces. But the business community wanted to return to normal as soon as possible. The commercial district was reconstituted along the lines of what it had been. However, the area around the new City Hall was fashioned as one of America's grandest civic centers, a distinction which continues to grace contemporary San Francisco.

## THE “GOLDEN ERA” OF SUNNY JIM ROLPH SOCIAL UNREST AND THE STRUGGLE FOR EQUITY

1915-1941

*There are smiles that make us happy,  
There are smiles that make us blue,  
There are smiles that steal away the tear-drops,  
As the sunbeams steal away the dew,  
There are smiles that have a tender meaning  
That the eyes of love alone may see,  
And the smile that fill my life with sunshine  
Are the smiles that you give to me.*

SMILES, Mayor James “Sunny Jim” Rolph’s theme song.

James Rolph Jr. served as mayor of San Francisco from 1911 to 1930, a time viewed by some as a golden age of the city’s history. “Sunny Jim,” as he was universally known, was a ubiquitous figure. For nineteen years the cherubic faced Mayor Rolph, sporting a straw skimmer hat and a dapper suit with a trademark carnation in the lapel, had a cheery word for all he met. He directed parades, presided over dedications, spoke at anniversaries, and led audiences in the singing of his theme song “Smiles.” Surprisingly, he is less remembered as the mayor during whose tenure the imperial new City Hall was built, the Panama-Pacific International Exposition was created as a celebration of San Francisco’s recovery from the 1906 Earthquake, the city’s first airport was built, the Twin Peaks Tunnel and the Stockton Street Tunnel were constructed, and a major portion of the Hetch Hetchy system that brought water from the Sierra Nevada Mountains to the city was completed. Rolph also oversaw the development of the Municipal Railway system and the expansion of the city’s roads including Marina Boulevard, The Great Highway, Junipero Serra Boulevard, Alemany Boulevard, and Van Ness Avenue’s extension to Howard Street. It was also under Rolph that the planning for the Bay Bridge and the Golden Gate Bridge were inaugurated. Foreshadowing the role of Robert Moses in shaping contemporary New York City a generation later, the physical transformation of San Francisco was made possible by the Rolph’s partnership with the talented and “Herculean” engineer, Michael M. “The Chief” O’Shaughnessey.

But it would be misleading to present the time of “Sunny Jim” as a benign moment in the city’s past. While “Smiles” was being sung in the streets, the seeds of social unrest were being planted in the city’s factories and on the wharfs. The undercurrent of social strife burst into the public consciousness on July 22, 1916 when a bomb exploded on Market Street during a parade to garner support for the United State’s entry into World War I. Although the link between the bombing and the growing conflict between labor and the

San Francisco business community has never been proven, the nine deaths and 50 casualties lead to the arrest and conviction of two labor leaders: Thomas J. Mooney and Warren K. Billings. The release of the two would become a national and international cause by those who believed they were wrongly convicted. The quarter century between Mooney's and Billings's incarceration and their release in 1939 was time of militant labor strife and bloody confrontations in the streets of San Francisco. A tradition of labor and social conflict was exasperated by the Great Depression. The largest general strike in American history occurred in July 1934 following a blood-spattered mêlée between longshoremen and the police. However, this period was also a time when leading citizens and religious leaders called for and worked toward an equitable and peaceful solution to these conflicts.

Contrasted with these struggles, the period also saw the construction of two stunning landmarks, the Bay Bridge and the magnificent Golden Gate Bridge. The bridges enhance the wondrous topography of the bay and its entrance, as well as frame a cityscape that has survived natural and human disasters to become one of the world's magnificent cities. This section of the exhibition will translate through artifacts; archival footage, photographs, paintings, applied arts, and works on paper the conflicts and consensus that characterize San Francisco's passage from the reign of "Sunny Jim" to the opening of the Golden Gate International Exposition in February 1939.

## **WAR AND PEACE COME TO SAN FRANCISCO 1940 1951**

### ***SAN FRANCISCO CLEAR OF ALL BUT 6 SICK JAPS***

*For the first time in 81 years, not a single Japanese is walking the streets of San Francisco. The last group, 274 of them, were moved yesterday to the Tanforan assembly center. Only a scant half dozen are left, all seriously ill in San Francisco hospitals.*

**San Francisco Chronicle, May 21, 1942**

*With this Charter the world can begin to look forward to a time when all worthy human beings may be permitted to live decently as free people.*

**Harry S. Truman , June 26, 1945**  
**speaking at the San Francisco Opera House on the occasion of the signing of the United Nations Charter**

The shock and fear felt by San Franciscans on the early afternoon of Sunday December 7, 1941 as word arrived that Pearl Harbor had been attacked were comparable to the trauma Americans experienced on September 11, 2001. There was palpable terror as San Franciscans looked out upon the Pacific not knowing whether they would see war ships and bombers on the horizon. The attack on Pearl Harbor was a coming of age for the United States. It was a stark reminder that the country was a Pacific power, and that San Francisco was its most important outpost on the Pacific Ocean. For the following four years San Francisco became known as the "Gibraltar of the West." The city was a major center of the war industry as well as the most important port of embarkation for the troops battling toward Tokyo. Three years and seven months after Pearl Harbor, on July 16, 1945, the heavy cruiser the USS Indianapolis sailed out through the Golden Gate carrying the atomic bombs that would fall on Hiroshima and Nagasaki and end the war.

During this period San Francisco would experience the forced expulsion of its Japanese citizens and the influx of new workers, particularly African Americans, who labored in the factories and on the docks in support of the war effort. The city's population would grow to 850,000, the largest in its history. At war's end the massive overcrowding and racial fears led to a sizeable exodus of white San Franciscans to the new suburbs in Alameda, Contra Costa, San Mateo, and Santa Clara Counties.

World War II brought new stature to San Francisco as a world city evidenced by its selection as the site for a conference that would establish the United Nations. Delegates from fifty countries gathered for meetings in the Civic Center in April-June, 1945 to establish what they hoped would be the guardian of peace in the future.

The exhibition will capture this tumultuous time through original cultural materials, photographs, and archival film.

## THE CAPITAL OF COUNTERCULTURE

### 1950-1978

*I saw the best minds of my generation destroyed by madness, starving hysterical naked,  
dragging themselves through the negro streets at dawn looking for an angry fix,  
angelheaded hipsters burning for the ancient heavenly connection to the starry dynamo  
in the machinery of night, who poverty and tatters and hollow-eyed and high sat up  
smoking in the supernatural darkness of coldwater flats floating across the tops of cities  
contemplating jazz...*

From "HOWL" by Allen Ginsberg, 1954

San Francisco's role in energizing American's most influential counterculture movements in the last half of the twentieth century found its origins in the city's

cosmopolitan traditions, tolerance of eccentricity, its size, leftists labor history, and isolation from the cultural centers of the East Coast. Writers and poets such as Frank Norris, Ambrose Bierce, Bret Harte, Jack London, and Kenneth Rexroth prepared fertile fields for the emergence of the "Beat Generation". The seemingly tranquil post World War II era was interrupted by the publication of two literary works. Jack Kerouac's 1957 publication of On the Road presented San Francisco as a welcoming oasis for new ways of looking at American society and the world. In that same year Lawrence Ferlinghetti's City Lights Books published Allen Ginsberg's "Howl," the manifesto for a disaffected generation, and North Beach became a literary Mecca for the movement. The "Six Gallery" at Union and Fillmore was the forum where Ginsberg, Ferlinghetti, and Michael McClure presented their avant-garde perspectives. Herb Caen, the long time chronicler of San Francisco, coined the name "beatnik" to describe this eclectic group of individuals who became disaffected with the middle class values of post World War II America.

By the 1960s a new counterculture group, the "Hippies," attracted by lower rents, migrated to the Western Addition and Haight Ashbury neighborhoods. Music joined with poetry, prose, and street theater to create a unique neighborhood as the Fillmore Auditorium became ground zero for new musical forms represented in the inventions of the Jefferson Airplane and the Grateful Dead. Anti Vietnam War protests influenced by the non-violent Civil Rights moment evolved into "Flower Power" culminating in the 1967 "Summer of Love." "Turn On, Tune In, and Drop Out" became the "Hippie Anthem" as drugs and new sexual mores confronted America's more traditional values.

San Francisco of the 1960s also included a burgeoning Gay Rights movement. On New Years Eve 1965 a costume ball raising funds for the Council on Religion and the Homosexual was harassed by the police. The event was a turning point in the emergence of gender as a subject of political action and social conflict. The twenty year epic heralded a new age that included the nineteen month occupation of Alcatraz by "Indians of All Tribes" and street protests focusing on issues as far-ranging as war, women's rights, and the building of expressways. The era symbolically ends with the 1978 assassinations of Mayor George Moscone and City Supervisor Harvey Milk.

Capturing and translating this sometimes chaotic time in the city's history will be challenging. There is a wealth of visual material, film, and music. Unfortunately, much of the ephemeral material representing the era has been lost. But the subject matter provides the opportunity for a dynamic and creative interpretation.



# SAN FRANCISCO AT THE END OF THE 20<sup>TH</sup> CENTURY

## 1978-2000

*The loveliness of Paris seems somehow sadly gay  
The glory that was Rome is of another day  
I've been terribly alone and forgotten in Manhattan  
I'm going home to my city by the bay.*

### **I Left My Heart in San Francisco**

As sung by Tony Bennett

Between 1970 and 2000 more than twenty-five high-rise office buildings were constructed in San Francisco's Financial District. The most controversial of these structures was the Transamerica Pyramid completed in 1972. The Shaklee Terraces, the Telesis Tower, and the Hyatt Regency Hotel helped change San Francisco's skyline as well as confirming the city's commercial importance to the American West and the Pacific basin. San Francisco's heritages of creativity and innovation spawned the beginning of the personal computer revolution and the dawning of the Internet culture. New and renovated hotels, the development of Fisherman's Wharf, and the restoration of the Cannery and Ghiradelli Square signaled the growing importance of tourism to the San Francisco economy. The new San Francisco Museum of Modern Art, a new \$200 million MH de Young Museum to open in 2005, the conversion of the public library building to the new Asian Art Museum, the opening of the new Public Library, the renovation of the California Academy of Sciences, and the planned creation of a Museum of the City of San Francisco in the Old United States Mint confirms the city's commitment to remain a cultural leader.

But while the city's expanding skyline reflected a growing economy, and a vigorous cultural life added to its luster, the challenge of confronting the HIV/Aides epidemic drained the city physically and spiritually. The 1978 assassinations of Mayor George Moscone and City Supervisor Harvey Milk had shattered the city's psyche. But, as it had done throughout its history, San Francisco has led the country in the acceptance of differing lifestyles and the search for social and physical healing. In this section the exhibition will highlight the contributions of such civic leaders as Joseph L. Alioto, Benjamin Swig, and Terry Francois among others. Telling the stories of San Francisco at the end of the 20<sup>th</sup> Century will be a difficult challenge. Historians find it hard to interpret contemporaneous events and people. However, San Francisco provides a rich human fabric of living history that, thoughtfully translated through visually exciting, balanced exhibitions, will be a significant learning experiences of San Franciscans and visitors to the city.

**SAN FRANCISCO: CITY OF PROMISE** will conclude with three special galleries.

- “San Francisco Stories” will be an interactive exhibition where visitors will be given the opportunity to electronically share their stories. The genesis of this gallery is the career of Herb Caen, the legendary San Francisco journalist, whose “three-dot” columns chronicled the daily happenings of San Francisco for fifty years. The audio/visual archive created in this gallery will become a permanent part of the Museum’s collections and be available to future generations.
- “San Francisco Then and Now” will electronically present San Francisco’s landscape and cityscape overtime. The gallery will be interactive so that visitors will be able to locate specific addresses within the city on electronic aerial and topographical maps. The exhibit will also allow the visitor to locate historic and contemporary views of specific areas within the city.
- “San Francisco Futures” will present temporary exhibits of visions for the future of the city. These changing exhibitions will be developed in collaboration with local schools of architecture and city planners. They will provide San Franciscans the opportunity to comment on and participate in thinking about how their city will evolve in the future.

The Museum of the City of San Francisco’s exhibition and educational programs will be complemented by a quality museum shop selling books, reproductions, and other materials that advance the Museum’s mission. There will also be other museum, retail, and restaurant functions as well as visitor services compatible with the Museum’s mission and appropriate for a historic landmark. The Museum’s galleries and public spaces will be designed to accommodate special fundraising events organized by the Museum and events presented by the Museum’s corporate members and other sponsors. The income from retail sales, leases, and special events will help support the Museum of the City of San Francisco’s annual operating budget.

The blending of engaging exhibitions, enjoyable and stimulating educational programs, supportive commercial activities, and special events will make the Museum of the City of San Francisco a point of destination for San Franciscans and visitors to the city. It will be a continuing and lively resource where all those who love and/or who are fascinated by this unique city can visit for information and enlightenment. It will be an institution worthy of the name - **Museum of the City of San Francisco.**



**OFFICIAL MEETING NOTICE**

*Fine Arts Museums*  
**San Francisco Museum and Historical Society  
Advisory Committee**

**Tuesday, July 27, 2004  
9:00 a.m.**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

DOCUMENTS DEPT.

JUL 23 2004

**ORDER OF BUSINESS**

SAN FRANCISCO  
PUBLIC LIBRARY

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. Calling of the Roll**

Members Attending:

Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Dr. Raye Richardson  
Susan Stryker

Members Unable to Attend:

Philip Choy  
Charles Crocker  
Charles Striplen  
Diane B. Wilsey

To Confirm:

Richard Moran

There will be an opportunity for public comment before or during each agenda item.



**III. Report of the Chair – Ira Michael Heyman**

- |    |   |                   |
|----|---|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the May 20, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)   | <b>Action</b>     |
| B. | Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair (Deferred for Discussion from May 20, 2004 SFMHS Advisory Committee Meeting)  | <b>Discussion</b> |
| 1. | Report on the Scheduling of a Site Tour of the Oakland Museum of California   | <b>Discussion</b> |
| 2. | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 | <b>Discussion</b> |
| C. | Report of the May 20, 2004 Meeting of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair  | <b>Discussion</b> |
| D. | Report of the Working Committee on Development and Private Financing – Diane B. Wilsey  | <b>Discussion</b> |
| E. | Other Informational Items   | <b>Discussion</b> |

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Charles Fracchia**

- |    |   |                   |
|----|---|-------------------|
| A. | Follow-up Report on the Status of the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century Presented at the May 20, 2004 SFMHS Advisory Committee Meeting              | <b>Discussion</b> |
| B. | Follow-up Report on the Status of the Schematic Plans for the San Francisco History Museum at The Old Mint Presented at the May 20, 2004 SFMHS Advisory Committee Meeting   | <b>Discussion</b> |
| C. | Presentation of the Museum of San Francisco History at The Old Mint Pro Forma Report Prepared by Clive Jones, Economic Research Associates – Clive Jones (See Appendix B – Economic Analysis of the Old Mint Project) | <b>Discussion</b> |
| D. | Report on the SFMHS Capital Campaign Plan   | <b>Discussion</b> |
| E. | Report on the SFMHS Old Mint Advisory Committee   | <b>Discussion</b> |



F.	Other Information Items	<b>Discussion</b>
<b>V.</b>	<b>Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn</b> (Deferred for Presentation to the Working Committee on Governance and Public Financing Which Convened Immediately Following the May 20, 2004 SFMHS Advisory Committee Meeting)	
A.	Report on the Environmental Impact Report Negative Declaration	<b>Discussion</b>
B.	Report on the Agreement Between the SFMHS and the Fifth and Howard Street Hotel Corporation Regarding \$2.4 Million in Payments for the Transfer of Development Rights and the Exterior Historic Preservation Funding of the Old Mint	
C.	Report on the Distribution of Approximately \$122 Million in Proposition 40 Funds through the Historical and Cultural Endowment Panel Chaired by Kevin Starr	<b>Discussion</b>
D.	Other Informational Items	<b>Discussion</b>
<b>VI.</b>	<b>Report of the Executive Director – James Lazarus</b> (Deferred for Discussion from the May 20, 2004 SFMHS Advisory Committee Meeting)	
A.	Report on the SFMHS Operating Budget as of May 31, 2004	<b>Discussion</b>
B.	Discussion of an Expanded SFMHS Operating Budget to Address the Programmatic Needs of the San Francisco History Museum	<b>Discussion</b>
C.	Status Reports on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement	<b>Discussion</b>
1.	Report on the April 17 <sup>th</sup> SFMHS “Chicken’s Ball” Fund-Raiser at the Old Mint	<b>Discussion</b>
2.	Status Report on the Possible November 2004 City General Obligation Bond Measure for the Seismic Upgrade of The Old Mint	<b>Discussion</b>
3.	Status Report on the \$15,000 Grant from the San Francisco Foundation to Catalogue and Inventory SFMHS San Francisco History Objects	<b>Discussion</b>
4.	Other Fund-Raising Informational Items	<b>Discussion</b>



D. Report on Current and Future Exhibitions **Discussion**

1. Report on the August 5, 2004 Opening of the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn **Discussion**

E. Other Informational Items **Discussion**

## VII. Public Comment

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

VIII. Schedule of 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee **Discussion**

<u>Date</u>	<u>Time</u>	<u>Location</u>
July 27, 2004	9 a.m.	233 Post St., San Francisco
September 23, 2004	9 a.m.	233 Post St., San Francisco
November 30, 2004	9 a.m.	233 Post St., San Francisco

IX. Adjournment – Ira Michael Heyman, Chair **Action**





Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sfgov.org/ethics](http://sfgov.org/ethics).



## ECONOMIC ANALYSIS OF THE OLD MINT PROJECT

The development program for the Old Mint was based upon the concept and vision of the San Francisco Museum and Historical Society (SFMHS), market opportunities identified by Knowledge Based Consulting Group (KBCG); exhibit concepts and layout by Barry Howard, physical design from Patri Merker Architects, and cost estimates from Turner Construction. The space program for the Museum of the City of San Francisco (MCSF) at the Old Mint is shown in Exhibit A. The MCSF will occupy some 46,000 square feet. Other tenants include a destination restaurant, numismatic displays and coin shops, and community offices including the new home of the San Francisco Convention and Visitors Bureau (SFCVB) Visitor Center. These additional tenants are extremely complementary to the museum both in terms of experiences and mutually supportive market draw. The project is well located with respect to the Moscone Center/ Market Street/ Union Square activity centers, has large amounts of nearby parking, and has excellent access by regional transit. It will also require significant investment to reach the scale necessary for success. An analysis of the project economics is provided below

### PROJECTED REVENUE

#### *Visitation (Table 1)*

The Mint project combines a superior urban location, a striking educational and entertainment attraction and promotional focal point, and supporting retail and regional visitor center development. This mix creates a strong destination suited to the market and the role of the area as a San Francisco gathering place. In addition to general market support, attendance at the museum will benefit specifically by being collocated with the SFCVB Visitor Center (which currently serves about 700,000 people at Hallidie Plaza and is expected to draw nearly 1 million visitors at the Old Mint location). In the development plan, visitors to the SFCVB Visitor Center will have to walk by the entrance to the City Museum. This exposure should account for at least 100,000 more visitors than would otherwise attend the City Museum.

The overall market for the MCSF includes a resident population of just fewer than 6 million and just over 11 million tourists. This is a large market that supports a wide variety of cultural attractions in the region. Annual visitation to the MCSF at the Old Mint is forecast at 354,000. This visitation is a well balanced with an almost equal split between residents and tourists. Approximately 50,000 school children from around the Bay Area will visit the MCSF.

The economic impact from additional tourism is estimated at \$8.6 million annually in new expenditures in San Francisco.

Attendance at selected comparable City history museums ranges from around 150,000 visitors (Atlanta and Denver) to 210,000 (Chicago) to 315,000 (St. Louis) to 400,000 (London). Each year, 70,000 school children and 15,000 adult education students visit The Museum of the City of New York.

#### *Planning Parameters (Tables 2, 3, and 4)*



Based on expected visitation patterns, the peak day attendance at the MCSF is expected to be nearly 1,800, with a peak in the museum of 564 persons. This visitation will support nearly 100 restaurant seats (to be provided separately from the museum) and a museum store of approximately 2,000 square feet. Estimated museum parking requirements are 70 spaces that can be adequately served nearby. The museum space requirements are 46,000 square feet which is adequate to meet expected visitation

#### ***MCSF Sales Revenue (Table 5 and 6))***

The expected admission price to the MCSF is \$7 for adults and \$5 for seniors and youth. There will also be a Family Admission price of \$12 that allows a family of four to enter at an average price of \$3 each. This fare is particularly popular at The Museum of the City of New York (Adult admission prices at other U.S City museums range from \$5 (Chicago, Denver) to \$7 (New York, Tacoma) to \$12 (Atlanta). Annual admissions revenue from day users is about \$1.75 million. Annual memberships will be available for \$50, and 13% of attendance is expected from the approximately 7,500 member Friends of the MCSF. School groups will be charged \$2 per student (Most City History Museums charge \$1 to \$5 per student). In addition, the MCSF will host a series of special exhibitions.

Estimated annual spending on admissions, museum shop retail, and special exhibitions is just over \$3 million, broken down as follows:

	Gross Revenue	Cost of Goods Sold	Exhibition Fees	Net Revenue
Admissions	\$ 2,191,000			\$2,191,000
Retail	\$ 708,000	\$354,000		\$ 354,000
Special Exhibitions	\$ 177,000		\$ 89,000	\$ 89,000

After deducting for costs of goods sold and fees for putting on or renting special exhibitions, the net revenue from museum visitor spending is \$2.63 million

#### ***Rental Revenue (Tables 7,8, and 9)***

Supporting revenues for museum operations will also be generated from the rental of retail, food and beverage, and office space as well as a specialty leasing program (carts and kiosks) on the area north of the Mint that is now Jessie Street. Retail revenue is derived from five ground floor shops that face the Gold Rush and Money museum. The museum also includes a 780 square foot shop for which the MCSF will receive rental income. Food and beverage space includes a 175 seat full service restaurant, a 680 square foot cafe adjacent to the Crystal Court, and the 1,020 square foot Gold Bar. The specialty-leasing program will include food and merchandise offerings in a festive outdoor setting ("Mint Marketplace") on the Jessie Street Plaza that will be vacated as part of the Old Mint development program. This area can accommodate at least 12 carts/ kiosks – which in comparable locations rent for an average of \$3,000 per month and up to \$7,000 per month during the winter holidays. This new activity should enliven the area and add \$438,000 in annual revenue. However, this revenue does not carry with it the financial strength of the long-term retail leases. Office rents come from a 915 square foot community office tenant



on the second floor. These supporting revenues are extremely important and provide a total of \$794,000 in gross revenue, broken down as follows:

Use	Space (SF)	Base Rental Rate (\$/SF)	Revenue (\$2008)
Retail	2,492	\$30.00	\$ 76,000
Specialty Leasing	12 carts	\$3,000/ mo/ cart	\$438,000
Food and Beverage	6,360	\$35.00	\$251,000
Office	915	\$30.00	\$ 29,000

Administrative and marketing costs for the space rental program are estimated at \$64,000.

There are two significant tenants in the building who do not pay rent.

- The Gold Rush and Coin Museum, under the aegis of the American Numismatic Society, occupies some 8,153 square feet on the ground floor. They are given free rent in return for their commitment to support the issuance and sales of the Old Mint commemorative coin. The revenue from this coin is projected to be \$8.5 million.
- The San Francisco Convention and Visitors Bureau (SFCVB) occupies 1,926 square feet on the first floor and 2,061 square feet on the second floor. This space includes a new SFCVB visitors' information center, which will transfer from Hallidie Plaza. The relocation of the visitors' center to the Old Mint provides an improved venue for the SFCVB and excellent visibility for the MCSF to the San Francisco visitor market. The cost of the SFCVB space will be separately funded.

#### **SOURCES OF OPERATING FUNDS AND OPERATING COSTS (TABLES 10 AND 11)**

Combining museum admission revenues with rental revenues and other income provides total operating funds of about \$4.6 million. This includes approximately \$744,000 from special events, fundraisers (2 major MCSF fund raising events), and facility rentals (Representative facility rental rates at other City Museums range from \$4,500 (Atlanta) up to \$9,250 (Chicago) to \$15,000 (New York). In the nearby area, SF-MOMA has facility rental rates ranging from \$4,000 to \$14,500 depending upon the space being used.

Ongoing corporate and public sponsorship, licensing and external/Internet sales are targeted to bring in another \$610,000 in revenue. This is consistent with other City museums (For example, New York averages around \$1million a year in contributions and about \$300,000 in licensing revenue). Total revenue for the City Museum of New York is reported at \$5.3 million.

Total operating costs are \$3.71 million, including a staff of 52 museum employees. An allowance of \$12 per square foot for property management is included. The operating cost per attendee is \$10.48 or \$80.59 per square foot, which is consistent with a quality museum experience. (For comparison, the City Museum of New York has 71 employees for an 87,000 sq. ft. facility and an operating cost of \$63 per square foot).

#### ***Construction Costs (Table 12)***





Turner Construction estimates construction costs at \$46.1 million, including a 15% contingency. These cost estimates are subject to change based upon final development plans, tenant negotiations, and other project agreements.

Estimates for soft costs include architecture and design fees, organizational expenses and permitting/ inspection fees. These allowances total about \$9.2 million, for a total project cost of \$55.3 million. The average improvement cost is \$704 per net square foot.

Tenant improvements should add another \$2.8 million investment to the Old Mint, but these will not be the responsibility of the MCSF

#### **SUMMARY OF FINANCIAL ANALYSIS (TABLES 13 AND 14)**

The economic model reflects the market rents, construction costs, and other planning factors discussed above. The points below explain the methodology used in the overall model.

- The model runs from 2004 to 2024
- For inflation, we used a rate of 2 percent on revenues and costs.
- A real rent escalation factor of 1% per year is applied to lease rentals.
- The City of San Francisco participates to the extent of 5% of rental revenue. This represents \$37,000 in 2008 and increases annually thereafter. This represents approximately \$834,000 in revenue to the City over 20 years
- A working capital allowance of \$200,000 is provided
- A reinvestment reserve of 5% of revenue is designated to assure that the museum continues to add new exhibits and attractions that encourage repeat visitation. This begins in 2011 and allocates \$4.4 million to content reinvestment over 20 years.
- For the purposes of calculating the internal rate of return (IRR), operating entities are capitalized in the final year of analysis to reflect the remaining lease term of 40 years. The cap rate is estimated at 9%.
- Construction interest is included at 8%.

The model assumes that project planning and permitting will occur in 2004, and building construction occurs during 2005 and 2006. The project should open in early 2007.

In the opening year of most museums, attendance typically runs 10% to 20% above long term trends because of initial public interest. We have used a 10% first year premium. After this initial boost, the project's annual net operating income increases from \$1.0 million in 2008 to \$1.5 million in 2024. The proforma shows an end of project economic value based on capitalized income in 2024 of \$17.2 million.

The project's overall development cost is \$55.3 million, and this capital cost will be funded through a variety of sources.

- Individual contributions of \$600,000 from friends of the San Francisco Museum and Historical Society.



- Earmarked capital contribution of \$2.425 million from the 888 Howard St. hotel project.
- HUD and other Federal grants of \$4,750,000
- A National Trust loan of \$250,000 to be repaid in 2006
- Proceeds from State of California Proposition 40 to the extent of \$7.0 million
- City of San Francisco bond issue on the November 2004 ballot that allocates \$9.0 million to the Old Mint.
- A commemorative coin to be issued by the US Mint in 2006 is expected to generate \$8.5 million
- The sale of historic tax credits provides about \$9.0 million in capital support
- Approximately \$12 million is to be raised over three years by the San Francisco Museum and Historical Society (SFMHS) in the form of grants and sponsorship offsets.

With these capital sources, there is sufficient operating revenue to support a commercial loan of \$8 million to \$12 million. In the financial model, we have a loan of \$3.8 million, which has annual debt coverage of 3.9. If one of the capital sources does not materialize there is some cushion to increase the commercial loan to cover the shortfall. (The capital structure of the City Museum of Washington, D.C. is a useful comparable. This museum - a renovation of the Carnegie Library - recently opened with support coming from an initial grant of \$2 million from Congress, a private fund raising program of \$20 million, of which \$15 million has been raised, and a \$10 million loan from a consortium of local banks).

The sequence of funding shows predevelopment costs of \$1.8 million in 2004 being funded by the SFMHS, 888 Howard St. hotel, and supporting grants and loans. Construction starts in 2005, at which time Prop 40 funds become available. Additional support in 2005 comes from further fundraising by the SFMHS (\$7 million), the sale of historic tax credits, the City of San Francisco bond issue, and construction financing. In 2006, costs are covered through the proceeds from the Commemorative Coin, the sale of historic tax credits, further fund raising, and the remainder of the bank loan.

After debt service, the Old Mint project has sufficient positive cash flow to provide for a 5% reinvestment allowance plus an ongoing endowment to support the program expansion and outreach services of the MCSF. In 2007, the target is to have a \$1.5 million endowment that provides for contingencies as well as an ongoing stream of investment income to support operations and provide additional security for the bank loan. This endowment is expected to increase moderately over time. If the voters pass the San Francisco bond issue, and other fund raising efforts remain on track, the MCSF could choose to increase the endowment and/ or reduce the bank loan.

## COMPARISON TO PRIOR MCSF BUSINESS PLANS (Table 15)



Since the original proposal to the City of San Francisco in October 2002 and the revised Business Plan submitted to the City in January 2003, the MCSF Business plan has evolved to expand the space allocated to museum activities. These changes have reduced the space available for commercial rental space. Additional changes to the business plan reflect further development of the funding program and cost revisions to reflect new estimates for seismic upgrades and museum fitout. Comparing the January 2003 plan with the current program:

- Attendance, ticket prices, and museum revenues have not changed
- Museum space has increased by about 5,500 SF
- Due to the change in space allocation, retail and office rents to third parties have declined by \$472,000
- Restaurant space has increased to include a café next to the courtyard. This increases rents from food and beverage by \$52,000
- The shortfall in commercial rents can be offset by a new source of revenue – a specialty-leasing program on the Jessie Street Plaza that will be vacated as part of the Old Mint development program. This area can accommodate at least 12 carts/ kiosks – which in comparable locations rent for an average of \$3,000 per month and up to \$7,000 per month during the winter holidays. This new activity should enliven the area and add \$438,000 in annual revenue. However, this revenue does not carry with it the financial strength of the previous long-term leases.
- Operating costs have been revised downward by \$190,000 per year to reflect an updated review of the cost structure at other museums.
- Construction costs have increased by \$13,334,000
- Operating income has increased by \$357,000
- Projected funding support has increased by \$5.1 million reflecting a \$2.5 million increase in expected government support and an increase of \$1.2 million in historic tax credits. In addition, the previous figures did not reflect the potential passage of the City of San Francisco Bond Issue in November. The commercial loan requirement is reduced by about \$8.1 million primarily to reflect the proceeds from the bond issue.

Additional changes to the revenue, cost, and financing structure can be expected as the project further evolves.



**Exhibit A**  
**Development Program for Old Mint**

**Net Square Footage**

Tenant	Galleries or Public Space	Food and Beverage	Retail Shop	Offices	Back of House/ Administration	Service	Total Net Sq. Ft.
Museum of the City of San Francisco (MCSF)	30,482		2,044	3,987	11,294	2,214	46,034
Convention and Visitor's Bureau		6,360					3,987
Restaurant/ Wine Tasting	7,373		780				6,360
Gold Rush and Coin Museum/Shops			2,492				8,153
Themed Retail							2,492
Community Offices				915			915
Service						10,682	10,682
<b>Net Square Foot Totals</b>	<b>37,855</b>	<b>6,360</b>	<b>5,316</b>	<b>4,902</b>	<b>11,294</b>	<b>12,896</b>	<b>78,623</b>

**Square Footage and Use Breakdown By Floor**

	Tenants on Ground Floor	Tenants on First Floor	Tenants on Second Floor	Tenants on Attic Floor	Tenants on Roof Level	Total Net Sq. Ft.	Recap by Tenant
Restaurant	3,300					3,300	
Restaurant Kitchen	2,040					2,040	
Gold Bar	1,020					1,020	6,360
Retail	2,492					2,492	2,492
Gold Rush and Coin Museum	7,373					7,373	
Gold Rush and Coin Museum Shop	780					780	8,153
MCSF-Galleries		7,296	4,116	6,180		17,592	
MCSF-Courtyard	3,662	800	640	480		5,582	
MCSF-Reception/ Lobby/ Orientation		2,472				2,472	
MCSF-Gift Shops		2,044				2,044	
MCSF-Changing Galleries		2,520				2,520	
MCSF-Theater		2,316				2,316	
MCSF - Education			2,024			2,024	
MCSF-Back of House		2,196	1,176			3,372	
MCSF-Office			4,878			4,878	
MCSF-Conference			1,020			1,020	
MCSF-Service		1,107	1,107			2,214	46,034
Convention and Visitor's Bureau		1,926	2,061			3,987	3,987
Community Office			915			915	915
Common Service/BOH	5,495	2,496	2,691			10,682	10,682
<b>Interior Space</b>	<b>26,162</b>	<b>25,173</b>	<b>20,628</b>	<b>6,660</b>	<b>0</b>	<b>78,623</b>	<b>78,623</b>
Specialty Leasing (12 carts/ kiosks on vacated Jessie Street)	5,000					5,000	5,000
Possible Outdoor Café Area (off Mission St.)	1,000					1,000	1,000
<b>Net Square Foot Totals</b>	<b>32,162</b>	<b>25,173</b>	<b>20,628</b>	<b>6,660</b>	<b>0</b>	<b>84,623</b>	<b>84,623</b>
Total Allocated to MCSF	3,662	20,751	14,961	6,660	0	46,034	

Source: Pain Merker, Barry Howard Ltd.,





Table 1  
ATTENDANCE AND SPENDING ESTIMATES FOR THE MUSEUM OF THE CITY OF SAN FRANCISCO  
Old Mint, 5th and Mission

Market Source	Market Size (in millions)	Market Penetration Rate	Number of Visits	Net Penetration Rate	Attendance (000)	% of Attendance
<b>Residents</b>						
Primary	0.8	4.0%	1.3	5.2%	41.6	12%
Secondary	5.1	2.0%	1.1	2.2%	112.2	32%
<b>Subtotal</b>	<b>5.9</b>				<b>153.8</b>	<b>43%</b>
<b>Tourists</b>						
Staying in SF Hotels	3.3	3.0%	1.0	3.0%	99.3	28%
Staying Elsewhere in SF	1.2	1.0%	1.0	1.0%	11.6	3%
Staying Elsewhere in Bay Area	6.7	0.5%	1.0	0.5%	33.3	9%
<b>Subtotal</b>	<b>11.1</b>				<b>144.2</b>	<b>41%</b>
MCSE/ Numismatist Induced Touris	7.2	100.0%	1.0	100.0%	7.2	2%
<b>Subtotal</b>	<b>18.3</b>				<b>151.4</b>	<b>43%</b>
<b>School Market</b>						
<b>Total Paid Attendance</b>	<b>0.7</b>	<b>7.0%</b>	<b>1.0</b>	<b>7.0%</b>	<b>49.0</b>	<b>14%</b>
<b>Per Capita Spending</b>					<b>354.2</b>	<b>100%</b>
<b>On-Site Expenditures (000)</b>					<b>\$ 8.69</b>	
					<b>\$ 3,077</b>	

Economic Impact	Visitors (000)	Added Length of Stay (in days)	Added Visitor Days (000)	Expenditure per Capita per Day	Added Expenditures (\$ 000)
Existing Tourists	144.2	0.3	43	\$115	\$4,973.2
Induced Tourists	7.2	4.0	29	\$125	\$3,603.8
<b>Total</b>			<b>72</b>		<b>\$8,576.9</b>

Source: KBCG



Table 2 Museum of the City of San Francisco Design Day Planning Criteria Old Mint, 5th and Mission		2007
Peak in Grounds Analysis		
Estimated Attendance		354,160
Peak Month Attendance @	14%	49,582
Peak Weekly Attendance	22.6%	11,196
Peak Day Attendance	16%	1,791
Design-Day Attendance	90%	1,612
Peak In-MCSF Attendance	35%	564

Table 3 Museum of the City of San Francisco Food and Beverage and Merchandise Facilities Old Mint, 5th and Mission		2007
Food and Beverage		
Peak in-MCSF Attendance		564
Maximum Hourly F & B Demand	25%	141
Number of Seats Required (Separate from museum space)		
Restaurant (1.0 turns per hour)	35%	50
Cafe (1.5 turns per hour)	20%	20
Snack Stands (4.0 turns per hour)	45%	20
<b>Total Seats</b>		<b>90</b>
Space per seat	20	
<b>Square feet of Food and Beverage</b>		<b>1,800</b>

Table 4 Museum of the City of San Francisco Parking and Site Area Requirements Old Mint, 5th and Mission		2007
Parking		
Peak-Day Capacity at One Time (Peak-in Grounds plus 10 percent)	110%	620
Arrivals by Auto (percent)	35%	220
Parties arriving by Auto (Persons per Car)	3.5	60
Employee Spaces (at percent of visitor spaces)	10%	10
<b>Total Parking Spaces</b>		<b>70</b>

Entertainment Capacity Analysis		2007
Peak In-MCSF Attendance		564
Ratio of Entertainment Capacity to Peak In-MCSF Attendance		1.80
<b>Required Hourly Units of Entertainment Capacity</b>		<b>1,016</b>

Source: KBCG

Merchandise		2007
Projected Total Attendance		354,160
Per Capita Merchandise Expenditures		\$2.00
Estimated Sales		\$708,000
(\$/sf)	\$ 350	
<b>Square Feet of Retail Space</b>		<b>2,000</b>

Source: KBCG

MCSF Area Requirements (sq. ft.)		2007
Peak in Center Attendance		564
Exhibit Space per person during peak in MCSF Area Requirements		58
Visitor Area and Museum Store		32,526
Non-Visitor / Support Areas		13,508
<b>Total Area</b>		<b>46,034</b>

Source: KBCG



Table 5  
Ticket Mix for the Museum of the City of San Francisco  
Old Mint, 5th and Mission

Ticket Type	Percent of Attendance	Attendance	Admission Price	Discounting	Net Revenue (\$000)	Visits per Ticket	Individual Buyers	Average Price Per Visit
Single Day								
Adult	45%	159,372	\$ 7.00	5%	\$ 1,006,833	1	159,372	\$ 6.65
Youth and Senior	15%	53,124	\$ 5.00	5%	\$ 239,722	1	53,124	\$ 4.75
Family	13%	46,041	\$ 12.00	5%	\$ 498,622	1	46,041	\$ 11.40
Annual Pass/ Member								
Adult	10%	35,416	\$ 50.00	0%	\$ 295,133	6	5,903	\$ 8.33
Youth and Senior	3%	10,625	\$ 30.00	0%	\$ 53,124	6	1,771	\$ 5.00
Group Sales (Schools, etc.)	14%	49,000	\$ 2.00	0%	\$ 98,000	1	49,000	\$ 2.00
Total	100%	354,160			\$ 2,191,434		315,210	
Average Admission Revenue					\$ 6.19			

Source: KBCG



Table 6  
PER CAPITA EXPENDITURES AT MCSF  
Old Mint, 5th and Mission

Source	Per Capita Revenue	Total Revenue (\$000)	Cost of Goods Sold		Exhibition Fees		Residual to MCSF	Net Revenue to MCSF (\$000)
			%	\$000	%	\$000		
Average Admission Revenue	\$ 6.19	\$ 2,191					100%	\$ 2,191
Merchandise	\$ 2.00	\$ 708						
F & B	\$ -	\$ -	50%	\$ 354		\$ -	50%	\$ 354
Special Exhibitions	\$ 0.50	\$ 177			50%	\$ 89	50%	\$ 89
<b>Total</b>	<b>\$ 8.69</b>	<b>\$3,077</b>		<b>\$ -</b>		<b>\$ 89</b>		<b>\$ 2,634</b>

Source: KBCG





Table 7  
Old Mint Retail and Specialty Leasing Rental Income (\$000)  
Old Mint, 5th and Mission

Operating Assumptions:		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Inflation:		2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Total leasable retail space (SF):	2,492	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Full service annual rent (SF):	\$30.00																					
Number of Jessie Street Carts/ Kiosk	12																					
Monthly Revenue per Cart	\$ 3,000																					
Annual operating expense (SF):	\$3.00																					
Vacancy rate in first year:	25.0%																					
Vacancy rate in all other years:	10.0%																					
Tenant Improvement Allowances: (\$ Incl																						
Inflation		2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Lease Rate Escalation		1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Gross Leasable Area - SF	2,492	-	-	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492
Net Leasable Area	100%	-	-	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492	2,492
Average Annual Occupancy Rate		0.0%	0.0%	0.0%	75%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Occupied Space		-	-	-	1,869	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243	2,243
Rent Per Square Foot Per Year		\$30.00	\$30.90	\$31.83	\$32.78	\$33.77	\$34.78	\$35.82	\$36.90	\$38.00	\$39.14	\$40.32	\$41.53	\$42.77	\$44.06	\$45.38	\$46.74	\$48.14	\$49.59	\$51.07	\$52.61	\$54.18
Revenues		\$0	\$0	\$0	\$61	\$76	\$78	\$80	\$83	\$85	\$88	\$90	\$93	\$96	\$99	\$102	\$105	\$108	\$111	\$115	\$118	\$122
Specialty Leasing - Jessie Street																						
Number of Carts/ Kiosks	12			12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
Average Annual Occupancy Rate		0.0%	0.0%	0.0%	75%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Monthly Cart/ Kiosk Rentals		\$ 3,000	\$3,090	\$3,183	\$3,278	\$3,377	\$3,478	\$3,582	\$3,690	\$3,800	\$3,914	\$4,032	\$4,153	\$4,277	\$4,406	\$4,538	\$4,674	\$4,814	\$4,959	\$5,107	\$5,261	\$5,418
Revenues		\$ -	\$ -	\$ -	\$ 354	\$ 438	\$ 451	\$ 464	\$ 478	\$ 493	\$ 507	\$ 523	\$ 538	\$ 554	\$ 571	\$ 588	\$ 606	\$ 624	\$ 643	\$ 662	\$ 682	\$ 702
Operating Results (\$000)																						
Revenues		\$ -	\$ -	\$ -	\$ 415	\$ 513	\$ 529	\$ 545	\$ 561	\$ 578	\$ 595	\$ 613	\$ 631	\$ 650	\$ 670	\$ 690	\$ 711	\$ 732	\$ 754	\$ 776	\$ 800	\$ 824
Operating Expenses																						
Administrative & General	\$3.00	-	-	-	6	6	6	6	6	7	7	7	7	7	7	7	8	8	8	8	8	8
Marketing	6%	-	-	-	25	31	32	33	34	35	36	37	38	39	40	41	43	44	45	47	48	49
Total Operating Expenses		\$ -	\$ -	\$ -	\$ 31	\$ 37	\$ 38	\$ 39	\$ 40	\$ 41	\$ 42	\$ 44	\$ 45	\$ 46	\$ 47	\$ 49	\$ 50	\$ 52	\$ 53	\$ 55	\$ 56	\$ 58
NET OPERATING INCOME		\$ -	\$ -	\$ -	\$ 384	\$ 476	\$ 491	\$ 506	\$ 521	\$ 537	\$ 553	\$ 569	\$ 586	\$ 604	\$ 622	\$ 641	\$ 660	\$ 680	\$ 701	\$ 722	\$ 744	\$ 766

Source: KBCG



**Table 8**  
**Food and Beverage Rental Income (\$000)**  
**Old Mint, 5th and Mission**

Operating Assumptions:																							
Inflation:	2.0%																						
Total leasable F&B space (SF):	6,360																						
Full service annual rent	\$35.00																						
Annual operating expense	\$3.00																						
Vacancy rate in first year	25.0%																						
Vacancy rate in all other years	0.0%																						
Tenant Improvement Allowance	Incl.																						
		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
Inflation		2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	
Lease Rate Escalation		1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	
Gross Leasable Area - SF	6,360	0	0	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	
Net Leasable Area	100%	0	0	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	6360	
Annual Occupancy Rate		0.0%	0.0%	0.0%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Occupied Space		-	-	-	4,770	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	6,360	
Rent Per Square Foot Per Year		\$35.00	\$36.05	\$37.13	\$38.25	\$39.39	\$40.57	\$41.79	\$43.05	\$44.34	\$45.67	\$47.04	\$48.45	\$49.90	\$51.40	\$52.94	\$54.53	\$56.16	\$57.85	\$59.59	\$61.37	\$63.21	
Operating Results (\$000)																							
Revenues		\$ -	\$ -	\$ -	\$ 182	\$ 251	\$ 258	\$ 266	\$ 274	\$ 282	\$ 290	\$ 299	\$ 308	\$ 317	\$ 327	\$ 337	\$ 347	\$ 357	\$ 368	\$ 379	\$ 390	\$ 402	
Operating Expenses																							
Administrative & General	\$ 3.00	-	-	-	15	15	16	16	16	17	17	17	18	18	19	19	19	20	20	20	21	21	
Total Operating Expenses	\$ 3.00	\$ -	\$ -	\$ -	\$ 15	\$ 15	\$ 16	\$ 16	\$ 16	\$ 17	\$ 17	\$ 17	\$ 18	\$ 18	\$ 19	\$ 19	\$ 19	\$ 20	\$ 20	\$ 20	\$ 21	\$ 21	
NET OPERATING INCOME		\$ -	\$ -	\$ -	\$ 167	\$ 235	\$ 242	\$ 250	\$ 257	\$ 265	\$ 273	\$ 282	\$ 290	\$ 299	\$ 308	\$ 318	\$ 328	\$ 338	\$ 348	\$ 359	\$ 369	\$ 381	

Source: KBGC

Source: KBCC



Table 9  
Office Space Rental Income (\$000)  
Old Mint, 5th and Mission

Operating Assumptions:	2.0%
Inflation:	915
Leasable office space (SF):	\$30.00
Full service annual rent	\$3.00
Annual operating expense	25.0%
Vacancy rate in first year:	5.0%
Vacancy rate in other years	Incl
Tenant Improvements	

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Inflation	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Lease Rate Escalation	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Gross Leasable Area - SF	915	-	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915
Net Leasable Area	-	-	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915	915
Average Annual Occupancy Rate	0.0%	0.0%	75%	75%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%
Occupied Space	-	-	-	686	869	869	869	869	869	869	869	869	869	869	869	869	869	869	869	869	869
Rent Per Square Foot Per Year	\$30.00	\$30.90	\$31.83	\$32.78	\$33.77	\$34.78	\$35.82	\$36.90	\$38.00	\$39.14	\$40.32	\$41.53	\$42.77	\$44.06	\$45.38	\$46.74	\$48.14	\$49.59	\$51.07	\$52.61	\$54.18
Operating Results (\$000)																					
Revenues	\$ -	\$ -	\$ 22	\$ 29	\$ 29	\$ 30	\$ 31	\$ 32	\$ 33	\$ 34	\$ 35	\$ 36	\$ 37	\$ 38	\$ 39	\$ 41	\$ 42	\$ 43	\$ 44	\$ 46	\$ 47
Operating Expenses	-	-	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3
Administrative & General	\$ 3.00																				
Total Operating Expense	\$ -	\$ -	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 3	\$ 3	\$ 3	\$ 3	\$ 3	\$ 3	\$ 3	\$ 3	\$ 3	\$ 3	\$ 3
NET OPERATING INCOME	\$ -	\$ -	\$ 20	\$ 27	\$ 28	\$ 29	\$ 30	\$ 31	\$ 32	\$ 33	\$ 34	\$ 35	\$ 36	\$ 37	\$ 38	\$ 39	\$ 40	\$ 41	\$ 43	\$ 44	\$ 44

Source: KBCC



Table 10

## EVALUATION OF SOURCES OF OPERATING FUNDS - OLD MINT (\$000)

## Old Mint, 5th and Mission

Category	Annual Revenue	% to MCSF	Amount	Assumptions
MCSF Admissions	\$ 2,191	100%	\$ 2,191	Table 6
MCSF Merchandise	\$ 708	50%	\$ 354	Table 6
MCSF Special Exhibitions	\$ 177	50%	\$ 89	Table 6
MCSF Events and Space Rentals	\$ 875	85%	\$ 744	2 events @ \$250,000 and 50 @ \$7,500 and 85 % to MCSF
Retail Space Rentals	\$ 384	100%	\$ 384	Table 7
F & B Space Rentals	\$ 167	100%	\$ 167	Table 8
Office Space Rentals	\$ 20	100%	\$ 20	Table 9
MCSF Sponsors and Cost Offsets	\$ 500	100%	\$ 500	Lump sum target
MCSF Licensing of Collections	\$ 50	100%	\$ 50	Lump sum target
MCSF Internet/ External Sales	\$ 200	30%	\$ 60	Lump sum target
<b>Total Sources of Operating Funds</b>	<b>\$ 5,274</b>		<b>\$ 4,560</b>	

Total attendance (000)

354,160

Source: KBCG





**Table 11**  
**MCSF OPERATING COSTS (\$000)**  
**Old Mint, 5th and Mission**

Overall Costs		
Employees		
Full Time	33	
Part Time	19	
Average Annual Wage (\$000/yr)		
Full Time	\$44	
Part Time	\$26	
Total Labor Budget	\$1,946	
Labor as Percent of Total Operating Cost	\$2.5%	
<b>Total Operating Cost</b>	<b>\$3,710</b>	
Operating Cost per Employee	\$ 71,346	
Operating Cost Per Attendee	\$10.48	
Operating Cost per net sf of museum space	\$ 80.59	

Labor Distribution		Full Time	Part Time	Total
Employees		5		5
Administration and Finance		4		4
Marketing and PR		6	4	10
Operations and Maintenance		6	5	11
Security		3	3	6
Education		3	4	7
Museum Store		2	1	3
Membership and Events		4	2	6
Curatorial/Collections		33	19	52
Total				
Average Annual Wage (\$000/yr)		\$44	\$26	
Full Time		\$1,452	\$494	\$1,946
Total Labor Budget				
Labor as Percent of Total Operating Cost		53%	53%	53%
Total Operating Cost		\$2,800	\$900	\$3,700

Operating Expenses by Department			Departmental Cost
Department	Percent		
Administration and Finance	12%		\$ 444
Marketing and PR	14%		\$ 518
Operations and Maintenance	15%		\$ 555
Security	16%		\$ 592
Museum Store	6%		\$ 222
Education	10%		\$ 370
Membership and Events	15%		\$ 555
Curatorial/Collections	12%		\$ 444
Total	100%		\$ 3,700

Source: KBCG



Table 12

## ORDER OF MAGNITUDE COST ESTIMATE - OLD MINT (\$000)

Old Mint, 5th and Mission

Project Component	Quantity	Unit Price per Square Foot	Total Budget	2004	2005	2006
<b>Construction</b>						
GENERAL REQUIREMENTS	95,450	\$ 10.32	\$ 985		\$ 985	\$ -
DEMOLITION	95,450	\$ 10.36	\$ 989		\$ 989	\$ -
ATTIC & ROOF RETROFIT	95,450	\$ 41.49	\$ 3,960		\$ 3,960	\$ -
SEISMIC RETROFIT	95,450	\$ 50.79	\$ 4,848		\$ 4,848	\$ -
ROOFING & SKYLITES	95,450	\$ 3.33	\$ 318		\$ 318	\$ -
EXTERIOR WALL	95,450	\$ 46.33	\$ 4,422		\$ 3,317	\$ 1,106
INTERIOR CONSTRUCTION	95,450	\$ 17.94	\$ 1,712		\$ 856	\$ 856
MUSEUM BUILDOUT	95,450	\$ 52.91	\$ 5,050		\$ -	\$ 5,050
VERTICAL TRANSPORTATION	95,450	\$ 7.09	\$ 677		\$ 169	\$ 508
MECHANICAL	95,450	\$ 20.30	\$ 1,938		\$ 485	\$ 1,454
ELECTRICAL	95,450	\$ 15.84	\$ 1,512		\$ 378	\$ 1,134
SITWORK	95,450	\$ 1.31	\$ 125		\$ 31	\$ 94
CRYSTAL COURT	95,450	\$ 76.19	\$ 7,272		\$ 1,818	\$ 5,454
SUBTOTAL	95,450	\$ 354.17	\$ 33,806		\$ 18,154	\$ 15,655
GC'S & FEE	95,450	\$ 56.67	\$ 5,409		\$ 1,352	\$ 4,057
INSURANCE	95,450	\$ 5.75	\$ 549		\$ 275	\$ 275
P & P BOND	95,450	\$ 3.54	\$ 338		\$ 169	\$ 169
SUBTOTAL	95,450	\$ 420.13	\$ 40,102		\$ 19,949	\$ 20,155
CONTINGENCY	15%	\$ 63.02	\$ 6,015		\$ 2,992	\$ 3,023
TOTAL	95,450	\$ 483.15	\$ 46,117		\$ 22,942	\$ 23,178
<b>Tenant Improvements</b>						
Restaurant	3,300	\$ 150.00				
Restaurant Kitchen	2,040	\$ 250.00				
Gold Bar	1,020	\$ 200.00				
Retail	2,492	\$ 100.00				
Gold Rush and Coin Museum	7,373	\$ 125.00				
Gold Rush and Coin Museum Shop	780	\$ 125.00				
Convention/Visitor Bureau	3,987	\$ 90.00				
Community Office Space	915	\$ 40.00	incl			
Common Service Area	10,682	\$ 50.00	incl			
Total			\$ -			
Outdoor Space/ retail kiosks	6,000	\$ 30.00	incl			
Total TI's			\$ -			
Design Contingency		incl				\$ -
Tenant Improvements			\$ -			\$ -
<b>Total Building and Site Costs</b>			\$ 46,117		\$ 22,942	\$ 23,178
<b>Soft Construction Costs (% of Total Bldg. &amp; Site Const.)</b>						
Architecture, Engineering, and Design:	8.0%		\$ 3,689			
Consulting Fees	1.0%		\$ 461			
Utility Fees:	1.5%		\$ 692			
State & Local Permitting:	1.5%		\$ 692			
Construction Testing and Inspection	2.0%		\$ 922			
Legal / Insurance/ Admin:	3.0%		\$ 1,384			
Project Management and Coordination:	3.0%		\$ 1,384			
<b>Total Soft Costs:</b>			\$ 9,223	\$ 1,845	\$ 2,767	\$ 4,612
<b>Total</b>			\$ 55,340	\$ 1,845	\$ 25,709	\$ 27,790
Average Per Net Square Foot			\$ 703.87			

Source: Turner, KBCG



## CASH FLOW ANALYSIS BEFORE FINANCING - OLD MINT (\$000)

Old Mint, 5th and Mission

Inflation: 2%

	Total	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>SOURCES OF FUNDS</b>											
MCSF Admissions	\$ 49,796	\$ -	\$ -	\$ -	\$ 2,326	\$ 2,372	\$ 2,420	\$ 2,468	\$ 2,517	\$ 2,568	\$ 2,619
MCSF Merchandise	\$ 8,048	\$ -	\$ -	\$ -	\$ 376	\$ 383	\$ 391	\$ 399	\$ 407	\$ 415	\$ 423
Opening Year Premium	\$ 270	\$ -	\$ -	\$ -	\$ 270	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
MCSF Special Exhibitions	\$ 2,012	\$ -	\$ -	\$ -	\$ 94	\$ 96	\$ 98	\$ 100	\$ 102	\$ 104	\$ 106
MCSF Events and Space Rentals	\$ 16,900	\$ -	\$ -	\$ -	\$ 789	\$ 805	\$ 821	\$ 838	\$ 854	\$ 871	\$ 889
Retail Space Rentals	\$ 10,764	\$ -	\$ -	\$ -	\$ 384	\$ 476	\$ 491	\$ 506	\$ 521	\$ 537	\$ 553
F & B Space Rentals	\$ 5,309	\$ -	\$ -	\$ -	\$ 167	\$ 235	\$ 242	\$ 250	\$ 257	\$ 265	\$ 273
Office Space Rentals	\$ 614	\$ -	\$ -	\$ -	\$ 20	\$ 27	\$ 28	\$ 29	\$ 30	\$ 31	\$ 32
MCSF Sponsors and Cost Offsets	\$ 11,361	\$ -	\$ -	\$ -	\$ 531	\$ 541	\$ 552	\$ 563	\$ 574	\$ 586	\$ 598
MCSF Licensing of Collections	\$ 1,136	\$ -	\$ -	\$ -	\$ 53	\$ 54	\$ 55	\$ 56	\$ 57	\$ 59	\$ 60
MCSF Internet/ External Sales	\$ 1,363	\$ -	\$ -	\$ -	\$ 64	\$ 65	\$ 66	\$ 68	\$ 69	\$ 70	\$ 72
<b>Total Sources of Operating Funds</b>	<b>\$ 107,574</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,074</b>	<b>\$ 5,055</b>	<b>\$ 5,164</b>	<b>\$ 5,275</b>	<b>\$ 5,389</b>	<b>\$ 5,505</b>	<b>\$ 5,623</b>
<b>Expenses</b>											
Startup Marketing Allowance	\$ 200	\$ -	\$ -	\$ 200							
Operating Expenditures	\$ 84,302	\$ -	\$ -	\$ -	\$ 3,937	\$ 4,016	\$ 4,096	\$ 4,178	\$ 4,262	\$ 4,347	\$ 4,434
City Participation Payments in Space Rentals	\$ 834	\$ -	\$ -	\$ -	\$ 29	\$ 37	\$ 38	\$ 39	\$ 40	\$ 42	\$ 43
<b>Operating Profit</b>	<b>\$ 22,237</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 908</b>	<b>\$ 1,002</b>	<b>\$ 1,030</b>	<b>\$ 1,058</b>	<b>\$ 1,087</b>	<b>\$ 1,116</b>	<b>\$ 1,147</b>
End Value Capitalization	\$ 17,158	\$ -	\$ -	\$ -							
<b>Development Costs</b>											
Total Construction	\$ 46,120	\$ -	\$ 22,942	\$ 23,178	\$ -						
Total Soft Costs:	\$ 9,223	\$ 1,845	\$ 2,767	\$ 4,612	\$ -						
Subtotal	\$ 55,343	\$ 1,845	\$ 25,709	\$ 27,790	\$ -						
Preopening/ Working Capital	\$ 200		\$ 200								
Reinvestment Allowance	\$ 4,350										
<b>Total Investment</b>	<b>\$ 59,893</b>	<b>\$ 1,845</b>	<b>\$ 25,709</b>	<b>\$ 27,990</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 269</b>	<b>\$ 275</b>	<b>\$ 281</b>
<b>Total Uses of Funds</b>	<b>\$ 145,230</b>	<b>\$ 1,845</b>	<b>\$ 25,709</b>	<b>\$ 27,990</b>	<b>\$ 4,166</b>	<b>\$ 4,053</b>	<b>\$ 4,134</b>	<b>\$ 4,217</b>	<b>\$ 4,571</b>	<b>\$ 4,664</b>	<b>\$ 4,758</b>
<b>Capital Improvement Funds</b>											
Individual Contributors/ Events	\$ 600	\$ 300	\$ 200	\$ 100							
888 Howard Hotel Project	\$ 2,425	\$ 250	\$ 1,135	\$ 1,040							
HUD/ Federal Grants	\$ 4,750	\$ 1,750	\$ 3,000								
National Trust (Loan)	\$ -	\$ 250	\$ (250)								
State of California - Prop 40	\$ 7,000	\$ 7,000									
City of San Francisco Bond Issue	\$ 9,000		\$ 9,000								
Proceeds from Commemorative Coin	\$ 8,500		\$ 4,250	\$ 4,250							
Sale of Historic Tax Credits	\$ 9,000		\$ 3,000	\$ 6,000							
MCSF Fundraising Campaign	\$ 11,560	\$ 2,560	\$ 7,000	\$ 2,000							
<b>Capital Improvement Funds</b>	<b>\$ 52,835</b>	<b>\$ 12,110</b>	<b>\$ 23,335</b>	<b>\$ 13,140</b>	<b>\$ 4,250</b>						
<b>Net Cash Flow</b>	<b>\$ 32,337</b>	<b>\$ 10,265</b>	<b>\$ (2,374)</b>	<b>\$ (14,850)</b>	<b>\$ 5,158</b>	<b>\$ 1,002</b>	<b>\$ 1,030</b>	<b>\$ 1,058</b>	<b>\$ 817</b>	<b>\$ 841</b>	<b>\$ 866</b>
<b>Cumulative Cash Flow</b>		<b>\$ 10,265</b>	<b>\$ 7,892</b>	<b>\$ (6,958)</b>	<b>\$ (1,800)</b>	<b>\$ (797)</b>	<b>\$ 233</b>	<b>\$ 1,291</b>	<b>\$ 2,108</b>	<b>\$ 2,949</b>	<b>\$ 3,815</b>

Source: KBCG



Old Mint. 5th and Mission

Development Assumptions:			2%
Initiation:			
Total Size Requirement (Net SF)			78,623
Cost Estimates: (\$'000)			Per SF
Total Construction	\$ 46,117	\$ 587	
Tenant Improvements	\$ -	\$ -	
Subtotal	\$ 46,120	\$ 587	
Total Soft Costs:	\$ 9,223	\$ 117	
Subtotal	\$ 55,343	\$ 704	
Preopening/ Working Capital	\$ 200	\$ 3	
Total Costs	\$ 55,543	\$ 706	
Construction Financing	\$ 925	\$ 12	
Total Development Cost:	\$ 56,468	\$ 718	
Development Cost Financed	22.0%	\$ 11,814	
Year One Paydown		\$ 8,000	
Permanent Loan		\$ 3,814	
Year Four Debt Cover Ratio	3.94		
Long Term Financing Rate	7.0%		
Terms in Years	30		
Construction Interest Rate	8.0%		
Project Capitalization Rate	9.0%		

FINANCING COMPUTATION											
	Total	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Loan Balance	\$ 5,532			\$ 3,814	\$ 3,773	\$ 3,730	\$ 3,684	\$ 3,634	\$ 3,581	\$ 3,525	
Annual Debt Service	\$ 4,159			\$ 3,073	\$ 3,073	\$ 3,073	\$ 3,073	\$ 3,073	\$ 3,073	\$ 3,073	
Interest Payment	\$ 1,373			\$ 267	\$ 264	\$ 261	\$ 258	\$ 254	\$ 251	\$ 247	
Retirement of Principal	\$ 17,158			\$ -	\$ 40	\$ 43	\$ 46	\$ 49	\$ 53	\$ 57	
Capitalized Value										\$ 61	
SOURCES OF FUNDS											
Construction Loan	\$ 11,814		\$ 5,656	\$ 6,158							
Net Operating Income	\$ 22,237	\$ -	\$ -	\$ -	\$ 908	\$ 1,002	\$ 1,030	\$ 1,058	\$ 1,087	\$ 1,116	
Terminal Value Net of Debt	\$ 48,768		\$ 5,656	\$ 6,158	\$ 908	\$ 1,002	\$ 1,030	\$ 1,058	\$ 1,087	\$ 1,116	
Total	\$ 55,543	\$ 1,845	\$ 25,709	\$ 27,990							
USES OF FUNDS											
Development Cost	\$ 925	\$ -	\$ 226	\$ 699							
Construction Interest	\$ 4,350				\$ -	\$ -	\$ -	\$ -	\$ 269	\$ 275	
Reinvestment Allowance	\$ 5,532				\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	
Annual Debt Service	\$ 66,350	\$ 1,845	\$ 25,935	\$ 28,688	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	
Total	\$ (17,582)	\$ (1,845)	\$ (20,279)	\$ (22,531)	\$ 601	\$ 695	\$ 722	\$ 751	\$ 510	\$ 534	
Cash Flow Before Capital Sources	\$ 52,835	\$ 12,110	\$ 23,335	\$ 13,140	\$ 4,250						
Capital Sources				\$ 8,060							
Loan Paydown				\$ (3,149)							
Annual Cash Flow	\$ 27,253	\$ 10,265	\$ 3,056	\$ (9,391)	\$ 695	\$ 722	\$ 751	\$ 751	\$ 510	\$ 534	
CUMULATIVE CASH FLOW	\$ 10,265	\$ 13,321	\$ 3,031	\$ 782	\$ 1,477	\$ 2,199	\$ 2,950	\$ 3,460	\$ 3,994	\$ 4,552	
Investment @ 6%	\$ 308	\$ 708	\$ 518	\$ 141	\$ 68	\$ 110	\$ 154	\$ 192	\$ 224	\$ 256	

Source: KBCG





<b>Development Assumptions:</b>	2%	
Inflation:		78,623
Total Size Requirement (Net SF)		Per SF
Cost Estimates: (\$'000)		
Total Construction	\$ 46,117	\$ 587
Tenant Improvements	\$ -	-
Subtotal	\$ 46,120	\$ 587
Total Soft Costs:	\$ 9,223	\$ 117
Subtotal	\$ 55,343	\$ 704
Preopening/ Working Capital	\$ 200	\$ 3
Total Costs	\$ 55,543	\$ 706
Construction Financing	\$ 925	\$ 12
<b>Total Development Cost:</b>	<b>\$ 56,468</b>	<b>\$ 718</b>
Development Cost Financed	22.0%	\$ 11,814
Year One Paydown		\$ 8,000
Permanent Loan		\$ 3,814
Year Four Debt Cover Ratio	3.94	
Long Term Financing Rate	7.0%	
Terms in Years	30	
Construction Interest Rate	8.0%	
Project Capitalization Rate	9.0%	
<b>FINANCING COMPUTATION</b>	<b>Total</b>	

Loan Balance	\$ 5,532	\$ 3,464	\$ 3,399	\$ 3,330	\$ 3,256	\$ 3,176	\$ 3,091	\$ 3,000	\$ 2,903	\$ 2,799	\$ 2,688	\$ 2,569
Annual Debt Service	\$ 4,159	\$ 242	\$ 238	\$ 233	\$ 228	\$ 222	\$ 216	\$ 210	\$ 203	\$ 196	\$ 188	\$ 180
Interest Payment	\$ 1,373	\$ 65	\$ 69	\$ 74	\$ 79	\$ 85	\$ 91	\$ 97	\$ 104	\$ 111	\$ 119	\$ 128
Retirement of Principal	\$ 17,158											\$ 17,158
Capitalized Value												
<b>SOURCES OF FUNDS</b>												
Construction Loan	\$ 11,814											
Net Operating Income	\$ 22,237	\$ 1,178	\$ 1,210	\$ 1,243	\$ 1,278	\$ 1,313	\$ 1,348	\$ 1,385	\$ 1,424	\$ 1,463	\$ 1,503	\$ 1,544
Terminal Value Net of Debt	\$ 14,717											\$ 14,717
Total	\$ 48,768	\$ 1,178	\$ 1,210	\$ 1,243	\$ 1,278	\$ 1,313	\$ 1,348	\$ 1,385	\$ 1,424	\$ 1,463	\$ 1,503	\$ 16,261

<b>USES OF FUNDS</b>												
Development Cost	\$ 55,543											
Construction Interest	\$ 925											
Reinvestment Allowance	\$ 4,350	\$ 287	\$ 293	\$ 300	\$ 306	\$ 313	\$ 320	\$ 327	\$ 334	\$ 341	\$ 348	\$ 356
Annual Debt Service	\$ 5,532	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307	\$ 307
Total	\$ 66,350	\$ 595	\$ 601	\$ 607	\$ 614	\$ 620	\$ 627	\$ 634	\$ 641	\$ 648	\$ 656	\$ 663
Cash Flow Before Capital Sources	\$ (17,582)	\$ 584	\$ 610	\$ 636	\$ 664	\$ 692	\$ 722	\$ 752	\$ 783	\$ 814	\$ 847	\$ 15,598
Capital Sources	\$ 52,835											
Loan Paydown												
Annual Cash Flow	\$ 27,253	\$ 584	\$ 610	\$ 636	\$ 664	\$ 692	\$ 722	\$ 752	\$ 783	\$ 814	\$ 847	\$ 15,598
<b>CUMULATIVE CASH FLOW</b>												
Investment @	\$ 5,135	\$ 5,135	\$ 5,745	\$ 6,381	\$ 7,045	\$ 7,738	\$ 8,459	\$ 9,211	\$ 9,993	\$ 10,808	\$ 11,655	\$ 12,533
	6%	\$ 291	\$ 326	\$ 364	\$ 403	\$ 443	\$ 486	\$ 530	\$ 576	\$ 624	\$ 674	\$ 1,167



**Table 15**  
**Comparison to Original Proposal**  
**Old Mint, 5th and Mission**

	Original Submission October 2002 Proposal	Revised Submission January 2003 Business Plan	July 2004 Business Plan	Differential (2003 to 2004)
Attendance	354,160	354,160	354,160	-
Planning Criteria		-		-
Design Day	1,612	1,612	1,612	0
Peak in Museum	564	564	564	0
Museum Space (SF)				
Museum Shop	1,400	1,400	2,044	644
Galleries	15,600	27,100	30,482	3,382
Back of House	7,800	12,000	13,508	1,508
Ticket Prices				
Adult	\$ 12.00	\$ 7.00	\$ 7.00	-
Youth and Senior	\$ 7.00	\$ 5.00	\$ 5.00	-
Family Ticket	na	\$ 12.00	\$ 12.00	-
Annual Pass	\$ 60.00	\$ 50.00	\$ 50.00	-
School Groups	\$ 2.00	\$ 2.00	\$ 2.00	-
Gross Revenues				-
Admissions	\$ 2,841,000	\$ 2,191,434	\$ 2,191,434	-
Museum Store	\$ 708,320	\$ 708,320	\$ 708,320	-
Special Exhibitions	\$ 177,080	\$ 177,080	\$ 177,080	-
Rental Revenue (2nd year of operation)				-
Retail	\$ 236,000	\$ 142,000	\$ 76,000	\$ (66,000)
Specialty Leasing (Jessie Street)	\$ -		\$ 438,000	\$ 438,000
Food and Beverage	\$ 364,000	\$ 199,000	\$ 251,000	\$ 52,000
Office	\$ 685,000	\$ 435,000	\$ 29,000	\$ (406,000)
Other Revenue Sources				
MCSF Events and Space Rentals	\$ 700,000	\$ 875,000	\$ 875,000	\$ -
MCSF Sponsors and Cost Offsets	\$ 500,000	\$ 500,000	\$ 500,000	\$ -
MCSF Licensing of Collections	\$ 50,000	\$ 50,000	\$ 50,000	\$ -
MCSF Internet/ External Sales	\$ 200,000	\$ 200,000	\$ 200,000	\$ -
Operating Costs				
Full Time Museum Employees	25	30	33	3
Part Time Museum Employees	30	35	19	(16)
Labor Budget	\$ 1,660,000	\$ 1,970,000	\$ 1,946,000	\$ (24,000)
Annual Operating Costs	\$ 3,700,000	\$ 3,900,000	\$ 3,710,000	\$ (190,000)
Construction Costs				
Building	\$29,119,000	\$28,751,000	\$ 33,806,000	\$ 5,055,000
Conditions, Fees, and Insurance	\$ 1,432,000	\$ 1,995,000	\$ 6,296,000	\$ 4,301,000
Contingency	\$ 3,268,000	\$ 4,553,000	\$ 6,015,000	\$ 1,462,000
Soft Costs	\$ 6,764,000	\$ 6,707,000	\$ 9,223,000	\$ 2,516,000
Total	\$40,583,000	\$42,006,000	\$ 55,340,000	\$ 13,334,000
Financial Performance				
Operating Income (2nd year)	\$ 1,944,000	\$ 645,000	\$ 1,002,000	\$ 357,000
Capital Improvement Funds				
Government Subventions	\$11,000,000	\$ 9,282,000	\$ 11,750,000	\$ 2,468,000
Commemorative Coin	\$14,000,000	\$ 8,500,000	\$ 8,500,000	\$ -
MCSF Fundraising Campaign	\$ 3,000,000	\$14,000,000	\$ 14,585,000	\$ 585,000
City of San Francisco Bond Issue			\$ 9,000,000	\$ 9,000,000
Sale of Historic Tax Credits		\$ 7,828,000	\$ 9,000,000	\$ 1,172,000
Total	\$28,000,000	\$39,610,000	\$ 52,835,000	\$ 13,225,000
Commercial Loan	\$17,141,000	\$11,944,000	\$ 3,814,000	\$ (8,130,000)
Total	\$45,141,000	\$51,554,000	\$ 56,649,000	\$ 5,095,000



*< Fine Arts Museums*  
**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
 ADVISORY COMMITTEE**

**July 27, 2004**

*Minutes*

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Tuesday, July 27, 2004, in the 6th Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. The meeting was called to order at 9:15 a.m. by Ira Michael Heyman, Chair. Chair Heyman presided; Wendy Norris acted as Secretary.

Chair Heyman welcomed Clive Jones of Knowledge Based Consulting Group noting that the meeting will focus primarily on the Economic Analysis of the Old Mint Project prepared by Mr. Jones.

DOCUMENTS DEPT.

**II. Calling of the Roll**

SEP 30 2004

Present:

Charles Fracchia  
 Susan Goldstein  
 Ira Michael Heyman  
 Ink Mendelsohn  
 Richard Moran  
 Dr. Raye Richardson  
 Susan Stryker

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Excused:

Philip Choy  
 Charles Crocker  
 Charles Striplen  
 Diane B. Wilsey

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
 Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco

Staff Excused:

Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

### III. Report of the Chair – Ira Michael Heyman

- A. Consideration and Possible Action to Approve the Minutes of the May 20, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the May 20, 2004 meeting of the SFMHS Advisory Committee. Chair Heyman referenced page 163 of the minutes regarding the setting of the remaining 2004 SFMHS Advisory Committee meetings on Thursday, September 23<sup>rd</sup> and Tuesday, November 30<sup>th</sup>. Due to a change in his fall teaching schedule, Chair Heyman suggested that the next meeting be tentatively held on Wednesday, September 22<sup>nd</sup>, with the last meeting of 2004 tentatively scheduled for Wednesday, December 1<sup>st</sup>. These alternate meeting dates will be confirmed with Advisory Committee members. There was no further discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes with this correction.

- B. Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair (Deferred for Discussion from May 20, 2004 SFMHS Advisory Committee Meeting)

1. Report on the Scheduling of a Site Tour of the Oakland Museum of California

Susan Goldstein, Chair of the Working Committee on Collections and Programming, advised that a site tour of the Oakland Museum of California will be scheduled in the fall. The Oakland Museum has suggested touring its new conservation facility as part of a behind-the-scenes site tour. All members of the Advisory Committee will be invited to attend the site tour.

2. Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005

SFMHS consultant Kim Klausner, who has assumed responsibility for the project to inventory and catalogue the SFMHS history collection stored at Treasure Island, is also drafting a SFMHS collection policy. Ms. Goldstein reported that a preliminary meeting to review the draft policy and to discuss the joint storage initiative will be scheduled for report at the next meeting. A meeting of a possible consortium of San Francisco history-related organizations to discuss the feasibility of a joint storage initiative for the South San Francisco facility to be vacated by the Interim de Young Museum will be set following that meeting.

Ms. Klausner advised that the draft SFMHS collection policy should be completed this summer. Mr. Fracchia concurred that the draft policy could be reviewed at the September meetings of the SFMHS Board of Directors and the SFMHS Advisory Committee. The Committee recognized the programmatic significance of this draft policy in guiding the SFMHS in determining what will be collected, defining space needs for the collection, and identifying professional staff required to support and care for the collection.

C. Report of the May 20, 2004 Meeting of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair

Chair Heyman reported that the Working Committee on Governance and Public Financing met immediately after the May 20<sup>th</sup> meeting of the SFMHS Advisory Committee. At this Working Committee meeting, Bob Mendelsohn reviewed sources of funding for the Old Mint project in detail as follows:

- Individual contributions of \$600,000 from friends of the SFMHS.
- Earmarked capital contribution of \$2,425,000 from the Fifth and Howard Street hotel project.
- HUD and other Federal grants of \$4,750,000 million.
- A National Trust loan of \$250,000 to be repaid in 2006.
- Proceeds from the State of California Proposition 40 to the extent of \$7 million.
- City of San Francisco general obligation bond issue on the November 2, 2004 ballot which would allocate \$9 million to the seismic retrofitting of the Old Mint.
- A commemorative coin to be issued by the United States Mint in 2006 is expected to generate \$8.5 million.
- Approximately \$12 million to be raised over three years by the SFMHS in the form of grants and sponsorship offsets.

D. Report of the Working Committee on Development and Private Financing - Diane B. Wilsey

Harry S. Parker III, Director of the Fine Arts Museums, noted that Diane B. Wilsey, Chair of the Working Committee on Development and Private Financing is away from San Francisco returning at the end of the month. Chair Heyman requested that a meeting of this Working Committee be scheduled in the fall.

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Charles Fracchia**

- A. Follow-up Report on the Status of the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century Presented at the May 20, 2004 SFMHS Advisory Committee Meeting

Mr. Fracchia reported that the SFMHS Old Mint Advisory Committee continues to evaluate the Case Statement prepared by consultant Robert Macdonald. Informational material on history museums around the world is being gathered, and the last meeting of this Committee included a slide presentation on the Museum of British Columbia. Mr. Fracchia advised that he had developed a supplement to the Case Statement, and Gil Castle, a member of the Old Mint Advisory Committee and the SFMHS Board of Directors, has drafted a thoughtful presentation of a combined thematic /chronological approach to the Museum of the City of San Francisco (MCSF). This document was distributed to the SFMHS Advisory Committee for information. Designer Barry Howard continues to focus on the overall architectural aspects of the project. It is anticipated that the SFMHS Board of Directors will act to adopt the Case Statement by the end of 2004. This action will require an understanding of the presentation of themes, collections, permanent and changing exhibits, financial projections, and staffing requirements. Mr. Fracchia reported that Mr. Macdonald will continue to provide consultative services to the SFMHS.

- B. Follow-up Report on the Status of the Schematic Plans for the San Francisco History Museum at The Old Mint Presented at the May 20, 2004 SFMHS Advisory Committee Meeting

The development of the schematic plans is ongoing with recent work concentrating on seismic retrofitting. Mr. Fracchia noted that Proposition B, a \$60 million neighborhood historical preservation general obligation bond measure, has been placed on the November 2, 2004 ballot. If passed by a two-thirds affirmative vote by San Francisco voters, the Old Mint seismic project would receive \$9 million in funding. Other Proposition B seismic projects are the Palace of Fine Arts, Coit Tower, the structure to house the pipe organ at the foot of Market Street, Stern Grove Clubhouse and landscaping, Geneva Car Barns, Bay View Opera House, and the Moscone Field House. The SFMHS has initiated a Proposition B campaign effort. A \$200 million housing general obligation bond measure will also be on the November ballot.

- C. Presentation of the Museum of San Francisco History at The Old Mint Pro Forma Report Prepared by Clive Jones, Knowledge Based Consulting Group

Chair Heyman introduced Clive Jones, who presented "An Economic Analysis of the Old Mint Project," which was circulated to the Advisory Committee in advance of the meeting. The following points were highlighted:



- Exhibit A establishes the current program for the Old Mint project based on the Patri Merker and Barry Howard schematics. The 46,000 square feet of museum space is substantially larger than the original proposal, and revenue producing retail and office space has been decreased due to this change in space allocation. The programming of the uses of the total 78,000 square feet in the Old Mint leads to the revenue projections.
- Exhibit A estimates visitation at 300,000 (half residents and half tourists) plus 50,000 school children. It is difficult to predict the number of visitors when the collection and story content are not yet finalized, however, the location is in the heart of the tourist center with good regional access and a number of cultural facilities are in the immediate area. There is a large market of 6 million residents, about 11 million tourists. Most City museums average 200,000 visitors per year. The principal offices of the San Francisco Convention and Visitors Bureau (SFCVB) will occupy 2,000 square feet on the first floor. Annually, 700,000 people visit the SFCVB, which is expected to generate an additional 100,000 visitors to the MCSF. The cost of the SFCVB space will be separately funded. The importance of a carefully executed long-term lease agreement with the SFCVB was stressed.
- A design day of 1,600 visitors on a Saturday in July, with an hourly peak in attendance of 560 people, will assist in planning the 46,000 square feet of Museum space, as well as the adjacent 6,000 square foot restaurant and café area, and 2,000 square feet of merchandise space in the Museum shops. Sales in the Museum shops are estimated at \$700,000.
- Mr. Mendelsohn advised that the numismatic museum (the Gold Rush and Coin Museum), which will occupy 8,000 square feet on the ground floor, is obligated to raise its \$8.5 million portion of the total costs of the project. It is hoped that this required funding will be generated through the passage of the Old Mint commemorative coin legislation and subsequent sale of the coins.
- Two tenants will not be required to pay rent, the Gold Rush and Coin Museum, which has committed to raising its \$8.5 million portion of the total costs of the project, and the SFCVB. Both would pay their portion of common expenses, such as security, heating, insurance, etc.
- All retail space in the building represents CMSF or numismatic museum gift shop space. The 2,500 square feet of retail space on the ground floor was reduced from 8,000 square feet. The economic analysis includes a specialty-leasing program for carts and kiosks on Jessie Street (to be closed to traffic), which will make up for the revenue shortfall due to this reduction in retail space.

- Office space has been reduced from 5,000 square feet to 900 square feet. A complimentary, community organization, such as San Francisco Beautiful, may be interested in leasing this space and sharing common areas with the history museum.
- Total sources of annual revenue are projected at \$4,560,000 (Table 10). Total operating costs amount to \$3.7 million including a staff of 52 museum employees (Table 11). Construction costs are estimated at \$46.1 million including a 15% contingency. Estimates for \$9.2 million in soft costs include architecture and design fees, organizational expenses, and permits/inspection fees, for a total project cost of \$55.3 million (Table 12). Capital improvement funds totaling \$52,835,000 includes the MCSF fundraising campaign at \$11,560,000 (Table 13). A permanent loan of \$3.814 million with a year four debt coverage ratio of 3.94 is projected (Table 14). Mr. Jones noted that the total projected capital resources provides sufficient operating revenue to support a commercial loan of \$8 to \$12 million. The CMSF is anticipated to open in early 2007.

Discussion ensued. Mr. Parker cautioned that the \$2.2 million in projected admissions revenue appears optimistic noting that a handful of American art museums generate admissions revenue at this level. Mr. Jones suggested that the balance between paid daily admissions and member admissions may need to be reconsidered. He pointed out that the number of memberships might be low and could be increased from 6,000 to perhaps 15,000. Dr. Richardson further suggested consideration of institutional memberships.

Additionally, event and space rental revenue appears high. Corporate sponsorships of events should also be considered. Licensing of collections and internet sales may also need to be adjusted. Mr. Parker further suggested that a survey of SFCVB visitors might be conducted to determine their willingness to pay the \$7 admission fee to view an adjacent San Francisco history museum. Furthermore, a move of the SFCVB to the Old Mint might result in a reduction of visitors, as the SFCVB will no longer be in a position to take advantage of its close proximity to the Powell Street cable car line. The SFCVB should be requested to provide detailed visitor data to the SFMHS.

Mr. Parker emphasized the importance of carefully positioning the CMSF as a history museum vs. a tourist attraction. The right balance needs to be achieved. If the history museum is perceived to be too commercial, fund-raising may be affected. If the admission fee is too high, it will be discouraging to out-of-town visitors. Chair Heyman reiterated the critical need to further the institutional character of the San Francisco history museum. It might be helpful if the pro forma included best case, worst case, and mid-range revenue projections.

Mr. Jones concluded his remarks and was thanked for his important analysis and presentation. Chair Heyman suggested that additional review and discussion of the pro forma may be necessary in the future.

D. Report on the SFMHS Capital Campaign Plan

SFMHS Board member Richard Johns has agreed to chair the Capital Campaign Committee, which held its initial meeting several weeks ago. Approximately eight presentations were made to foundations in the past several months; meetings with prospective donors have begun. The consulting services of Paula March of March Partners have been retained to assist with the capital campaign.

E. Report on the SFMHS Old Mint Advisory Committee

This report was covered on page 167 of these minutes (Item IV., A.).

V. **Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn** (Deferred for Presentation to the Working Committee on Governance and Public Financing Which Convened Immediately Following the May 20, 2004 SFMHS Advisory Committee Meeting)

This report was covered on page 166 (Item III., C.), and on pages 167-169 (presentation of the Old Mint pro forma report) of these minutes.

VI. **Report of the Executive Director – James Lazarus** (Deferred for Discussion from the May 20, 2004 SFMHS Advisory Committee Meeting)

A. Report on the SFMHS Operating Budget as of May 31, 2004 and Discussion of an Expanded SFMHS Operating Budget to Address the Programmatic Needs of the San Francisco History Museum

Mr. Lazarus reported that the SFMHS Board of Directors adopted a \$350,000 fiscal year 2004-05 operating budget, which includes some support for the collections inventory project. The fiscal year 2004-05 operating budget represents a major expansion for the SFMHS organization from a \$55,000 operating budget four years ago.

B. Status Reports on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

Mr. Lazarus circulated a memo dated July 16, 2004 regarding the status of the Old Mint Capital Campaign. From July 1, 2003 through May 31, 2004, the SFMHS has raised and expended over \$800,000 for the preparation of conceptual and preliminary schematic plans, engineering analysis and historic review of the Old Mint, professional services and administrative expenses. An additional \$350,000 will need to

be raised from private sources before the November 9, 2004 Exclusive Negotiating Agreement deadline at which time a disposition and development agreement will be submitted to the Board of Supervisors for approval. This agreement pertains to the period of construction and addresses the term sheet for the lease that would become effective after construction is completed.

Pledges from members of the SFMHS Board of Directors total \$400,000. To date, Old Mint funds received or pledged total \$3,600,000. A number of grant applications are pending. With regard to the State of California's Proposition 40 application process for Historical and Cultural Endowment grants, Mr. Lazarus advised that the City Museum qualifies as both a historic resource and museum project. A grant application for \$7,000,000 in funding will be submitted. It was announced that Susan Hildreth, former San Francisco City Librarian, has been appointed California State Librarian, replacing Kevin Starr.

Mr. Parker suggested that consideration might be given to an official launching of the Capital Campaign after the November election, assuming Proposition B passes, and in view of the Board of Supervisors approval of the disposition and development agreement.

1. Report on the April 17<sup>th</sup> SFMHS "Chicken's Ball" Fund-Raiser at the Old Mint

The successful April 17<sup>th</sup> event featured dinner in the vaults and a member event on the main level of the Old Mint. The April 2005 fund-raiser may be held at City Hall, and the possibility of scheduling the April 17, 2006 event at the Palace Hotel is under consideration.

2. Status Report on the Possible November 2004 City General Obligation Bond Measure for the Seismic Upgrade of The Old Mint

This matter was addressed on page 167 of these minutes (Item IV., B.). Mr. Lazarus reported that the Board of Supervisors voted 10 to 1 to approve the placement of the general obligation bond measure for the seismic upgrade of neighborhood historic preservation on the November 2, 2004 ballot.

3. Status Report on the \$15,000 Grant from the San Francisco Foundation to Catalogue and Inventory SFMHS San Francisco History Objects

At the request of Mr. Lazarus, Ms. Klausner provided a brief report on the status of the inventory project. Approximately one-half of the SFMHS collections, comprised of the collections of the San Francisco Historical Society and the Museum of the City of San Francisco have been catalogued, and digital images have been taken of some of the objects. The catalogued material includes about 200 artifacts and research-oriented paper collections. After the SFMHS Board of Directors adopts a collections

policy, the appropriateness of the catalogued material to the permanent collection will be determined. Once this decision is made, a more complete inventory with digital images of each object is planned. Ms. Klausner circulated an alphabetical print-out of the items catalogued to date.

C. Report on Current and Future Exhibitions

1. Report on the August 5, 2004 Opening of the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Ink Mendelsohn announced the opening of *Amusing America* on Thursday, August 5<sup>th</sup>, from 11 a.m. to 1 p.m., at Pier 45. The Advisory Committee was encouraged to attend this celebratory event. The assistance of Susan Goldstein and the San Francisco Library were recognized. Particular appreciation was extended to Sue Grinols, Director of Photography Services at the Fine Arts Museums, who provided photographs from the Museums' historical collection. A large volunteer work force helped with the exhibition, which will run for two years free of charge to the public. Donation boxes will be installed throughout the exhibit. The *Amusing America* and Maritime Museum gift shops have been consolidated and will be operated by the Maritime Museum.

VII. Public Comment

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

VIII. Schedule of Remaining 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee

The following schedule of meetings for the remainder of 2004 was noted. The next meeting was tentatively scheduled for Wednesday, September 22, 2004 at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco at 233 Post Street, San Francisco.

<u>Date</u>	<u>Time</u>	<u>Location</u>
September 22, 2004 <sup>1</sup>	9 a.m.	233 Post St., San Francisco <b>tentative</b>
December 1, 2004 <sup>1</sup>	9 a.m.	233 Post St., San Francisco <b>tentative</b>

<sup>1</sup> Following the meeting, the dates of the remaining 2004 Advisory Committee meetings were confirmed for Wednesday, October 6, 2004, and Wednesday, December 15, 2004. Both meetings will be held at 9 a.m., at 233 Post Street, San Francisco.

**IX. Adjournment – Ira Michael Heyman, Chair**

There being no further business, the meeting was adjourned at 11:20 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

sfnhsac047

**OFFICIAL MEETING NOTICE**

*Fine Arts Museums*  
**San Francisco Museum and Historical Society  
Advisory Committee**

**Wednesday, October 6, 2004  
9:00 a.m.**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. Calling of the Roll**

DOCUMENTS DEPT.

Members Attending:

Philip Choy  
Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

SEP 30 2004

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PUBLIC LIBRARY

There will be an opportunity for public comment before or during each agenda item.



**III. Report of the Chair – Ira Michael Heyman**

- |    |  |                   |
|----|--|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the July 27, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes) | <b>Action</b>     |
| B. | Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair  | <b>Discussion</b> |
| 1. | Report on the Scheduling of a Site Tour of the Oakland Museum of California on Friday, October 29, 2004, 9:30 a.m.   | <b>Discussion</b> |
| C. | Report of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair   | <b>Discussion</b> |
| D. | Report of the Working Committee on Development and Private Financing – Diane B. Wilsey, Chair  | <b>Discussion</b> |
| E. | Other Informational Items  | <b>Discussion</b> |

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Charles Fracchia**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the Status of Consultant Robert Macdonald and the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century | <b>Discussion</b> |
| B. | Report on the Updated Conceptual and Schematic Plans for the San Francisco History Museum at The Old Mint   | <b>Discussion</b> |
| C. | Report on the Status of the Pro Forma for the City Museum of San Francisco at The Old Mint  | <b>Discussion</b> |
| D. | Report on the Draft Collections Development Policy  | <b>Discussion</b> |
| E. | Report on the SFMHS Capital Campaign Plan   | <b>Discussion</b> |
| F. | Report on the SFMHS Old Mint Advisory Committee   | <b>Discussion</b> |
| 1. | Appointment of Alison Fox Mazzola to the SFMHS Old Mint Advisory Committee  | <b>Discussion</b> |
| G. | Other Information Items   | <b>Discussion</b> |



**V. Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the Environmental Impact Report Negative Declaration  | <b>Discussion</b> |
| B. | Report on the SFMHS Grant Application for \$5 Million in Proposition 40 Funds through the State Historical and Cultural Endowment Panel | <b>Discussion</b> |
| C. | Other Informational Items   | <b>Discussion</b> |

**VI. Report of the Executive Director – James Lazarus**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the SFMHS Operating Budget as of August 31, 2004  | <b>Discussion</b> |
| B. | Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement                   | <b>Discussion</b> |
| 1. | Report on the September 21, 2004 SFMHS Gala Awards Dinner and Auction                                       | <b>Discussion</b> |
| C. | Report on the November 2, 2004 City General Obligation Bond Measure for the Seismic Upgrade of The Old Mint | <b>Discussion</b> |
| D. | Report on the Project to Catalogue and Inventory SFMHS San Francisco History Objects                        | <b>Discussion</b> |
| E. | Report on Current and Future Exhibitions  | <b>Discussion</b> |
| 1. | Report on the August 5, 2004 Opening of the <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn   | <b>Discussion</b> |
| F. | Other Informational Items   | <b>Discussion</b> |

**VII. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 | <b>Discussion</b> |
|----|---|-------------------|

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

**IX. Schedule of 2004 Meetings of the San Francisco Museum and Historical Society Advisory Committee**

**Discussion**

<u>Date</u>	<u>Time</u>	<u>Location</u>
October 6, 2004	9 a.m.	233 Post St., San Francisco
December 15, 2004	9 a.m.	233 Post St., San Francisco

**X. Adjournment – Ira Michael Heyman, Chair**

**Action**

Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna\\_Hall@ci.sf.ca.us](mailto:Donna_Hall@ci.sf.ca.us)

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.ci.sf.ca.us/bdsupvrs/sunshine](http://www.ci.sf.ca.us/bdsupvrs/sunshine).

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sfgov.org/ethics](http://sfgov.org/ethics).



*San Francisco Museum and Historical Society*  
**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
 ADVISORY COMMITTEE**

*October 6, 2004*  
**October 6, 2004**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Tuesday, October 6, 2004, in the 6th Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. The meeting was called to order at 9:15 a.m. by Ira Michael Heyman, Chair. Chair Heyman presided; Judy Gough acted as Secretary.

**II. Calling of the Roll**

DOCUMENTS DEPT.

Present:

Charles Fracchia  
 Susan Goldstein  
 Ira Michael Heyman  
 Ink Mendelsohn  
 Richard Moran  
 Dr. Raye Richardson  
 Susan Stryker  
 Diane B. Wilsey

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Excused:

Philip Choy  
 Charles Crocker  
 Charles Striplen

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
 Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
 Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

### **III. Report of the Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the July 27, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the July 27, 2004 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair

1. Report on the Scheduling of a Site Tour of the Oakland Museum of California on Friday, October 29, 2004, 9:30 a.m.

Ms. Goldstein, Chair of the Working Committee on Collections and Programming, advised that a site tour of the Oakland Museum of California has been scheduled for Friday, October 29<sup>th</sup>, at 9:30 a.m. Tour information and directions to the Oakland Museum will be distributed to all members of the SFMHS Advisory Committee and the SFMHS Old Mint Advisory Committee. The tour will include a tour of the new conservation facility followed by a behind-the-scenes tour of the Museum.

- C. Report of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair

Chair Heyman reported that a meeting of the Working Committee on Governance and Public Financing will be scheduled for either October 27<sup>th</sup> or November 3<sup>rd</sup> at 9 a.m.

- D. Report of the Working Committee on Development and Private Financing – Diane B. Wilsey

Mrs. Wilsey, Chair of the Working Committee on Development and Private Financing, will convene a meeting of this Working Committee in the near future.

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Charles Fracchia**

- A. Report on the Status of Consultant Robert Macdonald and the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century

Mr. Fracchia reported that Robert Macdonald has agreed to continue providing consultative services to the SFMHS effective this fall. It is anticipated that his contract will be presented to the SFMHS Executive Committee next week for approval. Mr. Fracchia advised that he developed a supplement to the case statement prepared by Mr. Macdonald. In addition, Gil Castle, a member of the Old Mint Advisory Committee and the SFMHS Board of Directors, drafted a thoughtful presentation of a combined thematic /chronological approach to the Museum of the City of San Francisco. The SFMHS Old Mint Advisory Committee continues to evaluate the case statement, and to gather and share informational material on history museums around the world. Mr. Fracchia reported that he is in the process of identifying a SFMHS Board member to take responsibility for the further development of the case statement, which the SFMHS Board is expected to adopt in early 2005.

- B. Report on the Updated Conceptual and Schematic Plans for the San Francisco History Museum at The Old Mint

Mr. Fracchia introduced Dana Merker of Patri.Merker.Architects, who discussed the updated conceptual and schematic plans for the San Francisco History Museum at the Old Mint. In the last 90 days, efforts have addressed the content and design of the interior courtyard. Meetings with the historic preservation consultants representing the City and the project (Alice Carey of Carey and Company, and Jay Turnbull of Page and Turnbull, respectively), and the Mayor's economic development representative (Michael Cohen) have been held to review a concept that further reduces the original content of the courtyard. Plans dated September 15, 2004 were distributed showing the most recent changes, which significantly reduce the amount of mass in the courtyard. This development was well received and allowed for the project to proceed with its application to the State Historic Preservation Office. The Office responded favorably with a conditional approval letter permitting the project to proceed with the environmental review process.

Mr. Merker clarified that a reduction in mass translates into a 50% reduction in bridges and connection elements within the Crystal courtyard. This responds to concerns raised by the historic preservation consultants and the SFMHS Building Committee, that the courtyard was somewhat over-designed. The floor design of the courtyard remains intact in its original location. The chimneys are retained, and attempts are being made to maximize their viewing within the courtyard. It was also elected to eliminate a viewing platform above the attic previously referred to as "the top of the Old Mint," which further reduces the canopy over the courtyard from a height of approximately 20 feet to 8 feet. The attic spaces will be connected by an

exterior glass corridor platform, which will afford views of the City. Visitors would continue to begin the tour at the top of the building working their way down through the building. In response to a question raised by Mr. Parker, Mr. Mendelsohn stated that the expense associated with the exterior glass corridor will by and large offset the cost savings associated with the 50% reduction in courtyard mass.

A further development evolved regarding the orientation to the building on the first level. A series of cascading ramps were created to allow visitors to view the amphitheater screen, or to proceed to the top or lower level of the building. Mr. Lazarus discussed a 1970's General Services Administration feasibility study, which included a 19<sup>th</sup> century picture of a one-story vault occupying about three-quarters of the north half of the courtyard. The existence and removal of this vault from the courtyard has favorably impacted discussions with the historic preservation consultants regarding the courtyard content and design plans.

The proposed amphitheater located on the first floor regresses downward about 10 feet to the base level. The mosaic of the City is located on the base, or patio level. The location of the elevators is still under consideration. Previously, the elevators were located on the west wall and are now placed toward the center of the building to optimize the view. There is ongoing commentary about moving the elevators into the building, however, designer Barry Howard believes that doing so would create circulation problems within the museum. Mr. Parker suggested that the placement of the elevators in the back corridor space where the restrooms are located might be an option worthy of study. It is less intrusive and courtyard exhibition elements could be reconsidered. Mr. Mendelsohn noted that the courtyard content and design to address historic preservation concerns has been the subject of lengthy discussion. It was agreed that a detailed presentation of the proposed courtyard design and content will be made at the next meeting.

C. Report on the Status of the Pro Forma Report for the City Museum of San Francisco at the Old Mint

The pro forma prepared by Clive Jones, Knowledge Based Consulting Group, was updated and submitted to the City. Mr. Mendelsohn stated that the City will pay particular attention to the sources of funding and revenue. The pro forma / business plan was also included as part of the grant application for Proposition 40 funding discussed on page 179 of these minutes. Chair Heyman recalled that some of the pro forma figures appeared overly optimistic. Mr. Mendelsohn will review the section of the July 27, 2004 minutes pertaining to the pro forma analysis presented by Mr. Jones and will report revisions to the pro forma in greater detail at the next meeting.



D. Report on the Draft Collections Development Policy

Consultant Kim Klausner reported that she has been requested to work with the SFMHS Advisory Committee, in particular Ms. Goldstein, to draft a collections development policy statement. It is anticipated that the draft policy may be available to present to the SFMHS Board of Directors at its November 2004 meeting. It will also be submitted for review and discussion at the next SFMHS Advisory Committee meeting on December 15<sup>th</sup>.

E. Report on the SFMHS Capital Campaign Plan

Approximately \$2.4 million in public funds and \$1.6 million in private funds for a total of \$4 million in gifts and pledges have been raised to date. Mr. Fracchia reported that public funding includes the transfer of air rights and public art associated with the Fifth and Mission hotel project. The increases in the cost of steel and concrete have necessitated a \$5 million reduction in the construction budget, delaying the project somewhat. The lack of payments from this source of funding has negatively impacted cash flow.

Proposition B, a \$60 million neighborhood historical preservation general obligation bond measure, has been placed on the November 2, 2004 ballot. If passed by a two-thirds affirmative vote by San Francisco voters, the Old Mint seismic project would receive \$9.3 million in funding. In addition, it is anticipated that decisions will be reached at the end of November regarding the allocation of \$33 million in State of California Proposition 40 funds for historical and cultural endowment grants. Mr. Fracchia will provide a list of public and private funds and pledges received to date for review at the next meeting. Chair Heyman emphasized that passage of Proposition B and a positive Proposition 40 decision represent serious affirmation of the San Francisco History Museum project at the Old Mint. These developments would add immense credibility to the project and would impact fund-raising significantly.

E. Report on the SFMHS Old Mint Advisory Committee

1. Appointment of Alison Fox Mazzola to the SFMHS Old Mint Advisory Committee

Mr. Fracchia announced that Alison Fox Mazzola has been appointed to the SFMHS Old Mint Advisory Committee.

F. Other Information Item

1. Open Houses at the Old Mint

In mid-August, three open houses were held at the Old Mint. More than 100 people attended the first tour on a Saturday, which was subsequently publicized in the

San Francisco Chronicle. The article announced additional tours the following Tuesday at 6 p.m., and Saturday at 10 a.m. Approximately 1,000 visitors participated in these two tours.

2. SFMHS Organization Chart

At the request of Chair Heyman, Mr. Fracchia will provide a SFMHS organization chart for review at the next meeting.

V. **Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn**

A. Report on the Environmental Impact Report Negative Declaration

Mr. Mendelsohn advised that the required environmental impact report for the Old Mint project has been completed. The project complies with a shadow ordinance, and traffic and parking impacts have been addressed. The State Historic Preservation Office has endorsed the EIR in writing. Compliance with the California Environmental Quality Act (CEQA) is addressed in the negative declaration. The negative declaration will be issued shortly and will include a required 30-day public comment period. CEQA compliance is an important element of the application to the State for Proposition 40 funds and to the completion of the development and disposition agreement under negotiation with the City.

B. Report on the SFMHS Grant Application for \$5 Million in Proposition 40 Funds through the State Historical and Cultural Endowment Panel

Mr. Mendelsohn circulated a copy of the SFMHS grant application for \$5 million in Proposition 40 funds. The application included a Board of Supervisors resolution endorsing the project and a statement on diversity developed by Chair Heyman. A requesting organization must commit to a dollar-for-dollar match in funding, either in dollars or in kind. The SFMHS opted for the dollar-for-dollar match, which can be met through public sources of funding. Six votes are necessary to approve a grant award. It is anticipated that the ten-member State Historical and Cultural Endowment Panel could receive as many as 300 or 400 applications for \$33 million in Proposition 40 funds. The Panel is scheduled to render grant decisions the weekend of November 20<sup>th</sup> with grant awards made prior to the end of this calendar year. Diane Matsuda serves as Executive Director; Susan Hildreth, former San Francisco City Librarian and recently appointed State Librarian, chairs the Panel.

A total of \$122 million in Proposition 40 funds will be allocated over a three-year period. An organization may apply for funds each year; requests for funding cannot exceed \$5 million per application period. The San Francisco History Museum at the Old Mint project qualified for funding as both a historical resource and a museum project.

**VI. Report of the Executive Director – James Lazarus**

**A. Report on the SFMHS Operating Budget as of August 31, 2004**

Mr. Lazarus reported that the \$350,000 SFMHS operating budget is on track with expenses at or below budget projections. Revenue has exceeded budget projections due to the success of the September 21, 2004 SFMHS Gala Awards Dinner discussed below. Chair Heyman suggested that it would be helpful to present the SFMHS operating budget for review by the Advisory Committee, perhaps on an annual basis. Mr. Lazarus will provide the six-month actual budget statement at a future meeting.

**B. Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement**

**1. Report on the September 21, 2004 SFMHS Gala Awards Dinner and Auction**

The successful Gala Awards Dinner grossed \$132,000, with net proceeds totaling \$65,000, twice the revenue projected for the event. In addition, the auction included additional gifts to the capital campaign of about \$15,000. The gala was sold out with over 300 guests in attendance including Mayor Gavin Newsom and Former Mayor Willie L. Brown, Jr. The event was chaired by Jo Ann Maher, a new member of the SFMHS Board of Directors.

**C. Report on the General Obligation Bond Measure for the Seismic Upgrade of The Old Mint on the November 2, 2004 City Ballot**

This matter was addressed on the previous page of these minutes. The difficulty in achieving a two-thirds affirmative vote required for the passage of Proposition B by San Francisco voters was acknowledged. Mr. Lazarus reported that the number of endorsements is encouraging. Additionally, the voter handbook includes 18 arguments in favor of Proposition B, and 1 argument against.

To date \$35,000 of a \$100,000 Proposition B campaign goal has been raised including \$5,000 from the Maybeck Foundation. The SFMHS has made a \$10,000 contribution to the campaign. Mr. Lazarus explained that non-profit organizations may support ballot measure campaigns up to a certain percentage of their operating budgets.

**3. Report on the Project to Catalogue and Inventory SFMHS San Francisco History Objects**

At the request of Mr. Lazarus, Ms. Klausner reported that the project to catalogue and inventory SFMHS San Francisco history material at Treasure Island has been completed. Over 350 archival collections and individual objects involving over

200 digital images have been catalogued and inventoried. The SFMHS history inventory is compatible with the Fine Arts Museums inventory of San Francisco history objects. Following the adoption of a collections policy by the SFMHS Board, efforts will be directed to deaccessioning objects no longer suitable to the collection and accepting history objects in accordance with the policy. At present, all gifts of history objects are accepted by the SFMHS. Mr. Lazarus stated the intention to retain the consulting services of Ms. Klausner to develop a more complete inventory with digital images of each object once the collection development policy is approved.

C. Report on Current and Future Exhibitions

1. Report on the August 5, 2004 Opening of the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Ink Mendelsohn reported on the successful opening of *Amusing America* on Thursday, August 5<sup>th</sup>, from 11 a.m. to 1 p.m., at Pier 45. Attendance was strong, and media coverage was extensive and positive and included articles in The Washington Post and the National Post of Canada. A large volunteer work force helped with the exhibition, which will run for two years free of charge to the public. The *Amusing America* and Maritime Museum gift shops have been consolidated and will be operated by the Maritime Museum. Enhancements to the exhibition are underway including the installation of a library and Mid-winter Fair booth. Security and facility/equipment maintenance issues are being addressed. Chair Heyman stressed the importance of estimating the number of visitors to the exhibition as a means of documenting support for the San Francisco history museum. This will be particularly helpful when seeking grant support.

It was noted that the *Amusing America* exhibition shares the 4,000 square foot space at Pier 45 with Musée Mécanique, and that Ed Zelinsky, owner of the collection of amusement devices, recently passed away. It is not known whether his death will result in any changes regarding the Musée Mécanique operation. Mr. Lazarus stated that the lease has been extended through July 2006. The Bay Center Museum (Bay environment and fishing) has expressed an interest in this space, as well as 60,000 square feet of additional space at Pier 45. A two-year commitment has been made to the sponsors of the *Amusing America* exhibition. It would be advantageous for the exhibition to remain at Pier 45 as the location provides an opportunity to market the San Francisco history museum at the Old Mint to thousands of tourists.

2. City Hall Exhibition

Later this year, an exhibition of Panama Pacific International Exposition material from the collection of Donna Ewald Huggins will be on display in the south light court of City Hall. Businesses in existence at the time of the exposition are being approached with sponsorship opportunities.

D. Informational Item – Resignation of James Lazarus as SFMHS Executive Director

Mr. Lazarus advised that he has informed the SFMHS Board of Directors of his plans to resign as Executive Director. Changes in his wife's professional commitments and the need for the SFMHS to retain professional museum staff at this time prompted his announcement. Mr. Fracchia has appointed a SFMHS Board advisory committee to consider future SFMHS staffing requirements.

Mr. Parker expressed regret over this development emphasizing that Mr. Lazarus has been critical to the accomplishments of the SFMHS since its inception. He has been a major force in the effort to create a San Francisco history museum at the Old Mint. His credibility with City and Federal officials has facilitated the transfer of the Old Mint from the General Services Administration to the City, the execution of the exclusive negotiating agreement, the placement of Proposition B on the November 2<sup>nd</sup> ballot, and the securing of Federal funds in support of the Old Mint project. The Advisory Committee joined in recognizing Mr. Lazarus's significant contributions.

VII. Report of the Director of the Fine Arts Museums – Harry S. Parker III

A. Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005

The Interim de Young Museum occupies approximately 30,000 square feet of climate controlled, fire protected support space in South San Francisco at a cost of approximately \$300,000 per year. This art storage facility includes state-of-the-art conservation laboratories, a library, and offices. It would be an ideal facility for the SFMHS history collection to be studied, stored, and preserved. Mr. Parker advised that the San Francisco airport holds the master lease and does not appear to be interested in the 600,000 square foot warehouse facility beyond 2008. Negotiations with the owner, a real estate investment group in Los Angeles, for the 30,000 square foot art storage facility sublease for a minimum period of 5 to 10 years would be necessary. It is possible that the owner may not be interested in a sub-lease arrangement preferring to lease the entire 600,000 square foot space to one lessee.

Mr. Parker suggested that the owner should be contacted to determine the feasibility of a sublease before approaching other history-related organizations about a joint-storage initiative. Chair Heyman pointed out that the National Park Service is in serious need of additional storage space and should be contacted at the appropriate time.

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**IX. Remaining 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee**

The last meeting for calendar year 2004 will be held on Wednesday, December 15, 2004 at 9 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco at 233 Post Street, San Francisco.

**X. Adjournment – Ira Michael Heyman, Chair**

There being no further business, the meeting was adjourned at 10:55 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

sfmhsac0410

**OFFICIAL MEETING NOTICE**

*= Fine Arts Museums*  
**San Francisco Museum and Historical Society  
Advisory Committee**

**Wednesday, December 15, 2004  
9:00 a.m.**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. Calling of the Roll**

Philip Choy  
Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

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There will be an opportunity for public comment before or during each agenda item.





### III. Report of the Chair – Ira Michael Heyman

- |             |  |                     |             |                 |             |        |                     |          |        |                     |  |
|-------------|--|---------------------|-------------|-----------------|-------------|--------|---------------------|----------|--------|---------------------|--|
| A.          | Consideration and Possible Action to Approve the Minutes of the October 6, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)   | Action              |             |                 |             |        |                     |          |        |                     |  |
| B.          | Report on the Annual 2004 SFMHS Advisory Committee Report To Be Drafted and Submitted to the Board of Supervisors by March 1, 2005   | Discussion          |             |                 |             |        |                     |          |        |                     |  |
| C.          | Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair  | Discussion          |             |                 |             |        |                     |          |        |                     |  |
| 1.          | Report on the October 29, 2004 Site Tour of the Oakland Museum of California   | Discussion          |             |                 |             |        |                     |          |        |                     |  |
| D.          | Report on the November 3, 2004 Meeting of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair   | Discussion          |             |                 |             |        |                     |          |        |                     |  |
| E.          | Report of the Working Committee on Development and Private Financing – Diane B. Wilsey, Chair  | Discussion          |             |                 |             |        |                     |          |        |                     |  |
| F.          | Consideration and Possible Action to Set the Dates of the 2005 SFMHS Advisory Committee Meetings <sup>1</sup>  | Action              |             |                 |             |        |                     |          |        |                     |  |
|             | <table border="0"><tr><td><u>Date</u></td><td><u>Time</u></td><td><u>Location</u></td></tr><tr><td>February 17</td><td>9 a.m.</td><td>233 Post Street, SF</td></tr><tr><td>April 28</td><td>9 a.m.</td><td>233 Post Street, SF</td></tr></table> | <u>Date</u>         | <u>Time</u> | <u>Location</u> | February 17 | 9 a.m. | 233 Post Street, SF | April 28 | 9 a.m. | 233 Post Street, SF |  |
| <u>Date</u> | <u>Time</u>  | <u>Location</u>     |             |                 |             |        |                     |          |        |                     |  |
| February 17 | 9 a.m.   | 233 Post Street, SF |             |                 |             |        |                     |          |        |                     |  |
| April 28    | 9 a.m.   | 233 Post Street, SF |             |                 |             |        |                     |          |        |                     |  |
| G.          | Other Informational Items  | Discussion          |             |                 |             |        |                     |          |        |                     |  |

### IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Charles Fracchia

- |    |   |            |
|----|---|------------|
| A. | Report on the Status of Consultant Robert Macdonald and the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century | Discussion |
| B. | Report on the Draft Collections Development Policy  | Discussion |
| C. | Report on the SFMHS Organization Chart  | Discussion |

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<sup>1</sup> Legislation creating the SFMHS Advisory Committee states that "the operation of the Committee shall expire on June 1, 2005 unless otherwise amended by the Board of Supervisors."



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|----|---|------------|
| D. | Report on the SFMHS Capital Campaign Plan Including Review of List of Private and Public Funding Sources (To Be Distributed At Meeting) | Discussion |
| E. | Report on the SFMHS Old Mint Advisory Committee   | Discussion |
| F. | Other Information Items   | Discussion |
- V. **Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn**
- |    |   |            |
|----|---|------------|
| A. | Report on the Revisions to the Pro Forma Prepared by Clive Jones for the City Museum of San Francisco at The Old Mint                   | Discussion |
| B. | Report on the Environmental Impact Report Negative Declaration  | Discussion |
| C. | Report on the SFMHS Grant Application for \$5 Million in Proposition 40 Funds through the State Historical and Cultural Endowment Panel | Discussion |
| D. | Other Informational Items   | Discussion |
- VI. **Report of the Executive Director – James Lazarus**
- |    |   |            |
|----|---|------------|
| A. | Report on the SFMHS Operating Budget as of October 31, 2004   | Discussion |
| B. | Report on the Fiscal Year July 1 through December 31, 2004 SFMHS Operating Budget Actual Results To Be Presented at the Next Meeting  | Discussion |
| C. | Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement   | Discussion |
| D. | Report on the Results of the November 2, 2004 City General Obligation Bond Measure for the Seismic Upgrade of The Old Mint  | Discussion |
| E. | Report on the Phase II of the Project to Catalogue and Inventory SFMHS San Francisco History Objects Following Adoption of a Collections Development Policy by the SFMHS Board of Directors | Discussion |
| F. | Report on Current and Future Exhibitions  | Discussion |
| 1. | Report on the <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn   | Discussion |
| G. | Other Informational Items   | Discussion |



**VII. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 | <b>Discussion</b> |
|----|---|-------------------|

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

- |     |   |                   |
|-----|---|-------------------|
| IX. | Schedule of 2005 Meetings of the San Francisco Museum and Historical Society Advisory Committee | <b>Discussion</b> |
|-----|---|-------------------|

<u>Date</u>	<u>Time</u>	<u>Location</u>
February 17	9 a.m.	233 Post Street, San Francisco
April 28	9 a.m.	233 Post Street, San Francisco

- |    |   |               |
|----|---|---------------|
| X. | Adjournment – Ira Michael Heyman, Chair | <b>Action</b> |
|----|---|---------------|



#### Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

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For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

#### Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Donna Hall, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [Donna.Hall@ci.sf.ca.us](mailto:Donna.Hall@ci.sf.ca.us)

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*Fine Arts Museums*  
**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**  
*Minutes*

**December 15, 2004**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, December 15, 2004, in the 6th Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. The meeting was called to order at 9:10 a.m. by Ira Michael Heyman, Chair. Chair Heyman welcomed Gil Castle, SFMHS Board and Executive Committee member, to the meeting.

Chair Heyman presided; Judy Gough acted as Secretary.

**II. Calling of the Roll**

**DOCUMENTS DEPT.**

Present:

FEB 14 2005

Philip Choy  
Charles Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Richard Moran  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

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Excused:

Charles Crocker  
Ink Mendelsohn  
Dr. Raye Richardson

Staff Present:

James Lazarus, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

### III. Report of the Chair – Ira Michael Heyman

- A. Consideration and Possible Action to Approve the Minutes of the October 6, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the October 6, 2004 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Report on the Annual 2004 SFMHS Advisory Committee Report To Be Drafted and Submitted to the Board of Supervisors by March 1, 2005

As required by the legislation creating the SFMHS Advisory Committee, the 2004 annual report of the Advisory Committee needs to be submitted to the Board of Supervisors by March 1, 2005. The annual report will be drafted for review and approval at the next meeting proposed for February 17, 2005.

- C. Report of the Working Committee on Collections and Programming - Susan Goldstein, Chair

1. Report on the October 29, 2004 Site Tour of the Oakland Museum of California

Ms. Goldstein, Chair of the Working Committee on Collections and Programming, reported on the October 29<sup>th</sup> site tour of the Oakland Museum of California. Sixteen members of either the SFMHS Advisory Committee or the SFMHS Old Mint Advisory Committee toured the conservation and behind-the-scenes facilities. The tour was instructive and emphasized the resources and support facilities required to appropriately manage a history collection. The Oakland Museum also provided copies of their collection development policies and registration forms.

- D. Report on the November 3, 2004 Meeting of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair

Chair Heyman reported that Deputy City Attorney Adine Varah submitted a memorandum dated November 2, 2004, which addresses the future relationship between the SFMHS and the City. It is timely to address this matter in view of the expiration of the operation of the SFMHS Advisory Committee on June 1, 2005, unless the Board of Supervisors extends the term. In addition, the SFMHS and City are in the process of negotiating the terms of the disposition and development agreement and long-term lease, which would permit the SFMHS to develop and operate space in the Old Mint as a San Francisco history museum and visitor center. The City's Department of Real Estate would be responsible for overseeing the development and operation of

the Old Mint and administering the terms of the disposition and development agreement and long-term lease. The optimum reporting relationship between the San Francisco history museum and the City needs to be considered. Mr. Lazarus advised that the Department of Real Estate is responsible for City buildings that are not owned by or under the jurisdiction of a commission.

The memorandum explores the feasibility of establishing a new City agency or commission with jurisdiction over, and primary focus on the Old Mint and the San Francisco history museum. The Board of Supervisors by ordinance could create such a commission, which might include authority to administer the City's rights under the disposition and development agreement and long-term lease with the SFMHS. The Commission could be composed of the current SFMHS Advisory Committee members, or the legislation could modify the number and qualifications of Commission members to include experts in the field of museum management and operations, historical preservation and other areas relevant to the management of a public history museum. There would be a possibility that such a commission would have some management or policy-making authority especially if the City subsidized the Museum's operating expenses to some extent in the future.

The Working Committee on Governance and Public Financing met on November 3<sup>rd</sup> and preliminarily reviewed the memorandum and discussed the following possible structural models: 1) maintaining the current landlord / tenant relationship; 2) establishing a structure similar to the Fine Arts Museums of San Francisco model, which assures ongoing appropriation of City funding while maintaining autonomy through the existence of three different entities; 3) assigning oversight for the SFMHS lease and disposition and development agreement to the Fine Arts Museums of San Francisco; and 4) creating a structure similar to the War Memorial and Performing Arts Center Model whereby the City operates the building.

The Working Committee on Governance and Public Financing will meet with Ms. Varah prior to the February 17<sup>th</sup> meeting of SFMHS Advisory Committee to discuss this matter at length and make a recommendation to the Advisory Committee on February 17<sup>th</sup>. Chair Heyman suggested that interaction between the SFMHS Board of Directors and the SFMHS Advisory Committee, or its Chair, on this important topic may be helpful. In addition, the 2004 annual report to the Board of Supervisors should address the future relationship between the SFMHS and the City and state the SFMHS Advisory Committee's recommendation.

Ms. Varah suggested that different solutions might be necessary over time and that her office is prepared to assist the Advisory Committee in implementing its recommendation.

- E. Report of the Working Committee on Development and Private Financing – Diane B. Wilsey, Chair

Mrs. Wilsey, Chair of the Working Committee on Development and Private Financing, will convene a meeting of this Working Committee in the near future.

- F. Consideration and Possible Action to Set the Dates of the 2005 SFMHS Advisory Committee Meetings

On motion, duly seconded, the following dates for 2005 SFMHS Advisory Committee meetings were proposed. Chair Heyman noted that the legislation creating the SFMHS Advisory Committee states that “the operation of the Committee shall expire on June 1, 2005 unless otherwise amended by the Board of Supervisors.” Mr. Lazarus pointed out that the Advisory Committee could determine that it serves a public purpose to continue its deliberations beyond the June 1, 2005 expiration date. The Board of Supervisors would most likely react favorably to such a development. It is possible that a May Advisory Committee meeting may be necessary and would be scheduled on as needed basis. There was no further discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to set the dates of the 2005 SFMHS Advisory Committee meetings as follows:

<u>Date</u>	<u>Time</u>	<u>Location</u>
February 17	9 a.m.	233 Post Street, San Francisco
April 28	9 a.m.	233 Post Street, San Francisco

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Charles Fracchia**

- A. Report on the SFMHS Grant Application for \$5 Million in Proposition 40 Funds through the State Historical and Cultural Endowment Panel

Mr. Fracchia announced that the State Historical and Cultural Endowment Panel awarded \$2.88 million in Proposition 40 funds to the San Francisco history museum at the Old Mint project. The Advisory Committee expressed congratulations with a heartfelt round of applause. Mr. Fracchia, Mr. Lazarus, and Mr. Mendelsohn attended the Panel hearing yesterday in Sacramento; the decision was reached late last night. Appreciation was extended to Mr. Striplen, who attended the hearing and provided public testimony.

The funding awarded to the SFMHS represents the third largest grant allocated by the Panel. Mr. Lazarus noted that the SFMHS may apply for additional funding in the next two grant cycles. The SFMHS committed to a dollar-for-dollar match in funding to be met through private and public sources of funding. In view of this

commitment, Chair Heymann suggested that Mrs. Wilsey convene a meeting of the Working Committee on Development and Private Financing.

B. Report on the Status of Consultant Robert Macdonald and the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century

Mr. Fracchia reported that Robert Macdonald has agreed to continue providing consultative services to the SFMHS. His contract will be presented to the SFMHS Executive Committee for approval. Chair Heyman and Mr. Parker strongly supported this development as the consultative services of a nationally recognized history museum professional are essential to the planning of the San Francisco history museum at the Old Mint. The SFMHS Old Mint Advisory Committee continues to refine the case statement, which the SFMHS Board of Directors is expected to adopt in early 2005. Chair Heyman stressed the importance of the case statement in predicting the steps to be taken in order to achieve the desired outcome.

C. Report on the Draft Collections Development Policy

Consultant Kim Klausner distributed a draft collections development policy statement. She advised that the draft is based on the SFMHS collections, the resources the SFMHS intends to allocate to collections management, and the collections policies of other Bay Area repositories with relevant collections.

Mr. Parker noted that the draft policy states that "The San Francisco Museum and Historical Society collects, preserves and exhibits artifacts and other materials that illuminate the history of San Francisco since people inhabited it." This classic museum statement has profound implications concerning the care and preservation of the collections, storage and professional staff requirements, and operating budget support. He emphasized the critical need to reach a decision as soon as possible as to whether the SFMHS will create a history museum, rather than a history center, with exhibits of SFMHS material and objects on loan mounted as an adjunct attraction. The potential transfer of the Fine Arts Museums' San Francisco history collection requires the creation of a history museum, which can offer long-term preservation and care of the history objects.

The draft policy must become a matter of highest priority as it sets the course for the planning for the San Francisco history museum. Plans for the history museum and the renovation of the Old Mint are interdependent. Mr. Choy stated that planning for the San Francisco history museum at the Old Mint must be predicated upon the collections development policy and case statement. Mr. Fracchia assured the Advisory Committee of the intention and commitment of the SFMHS Board of Directors to create a San Francisco history museum with a permanent collection. Chair Heyman emphasized that consultant Mr. Macdonald will be a valuable resource in refining and implementing the case statement and collections development policy. Mr. Fracchia

will advise Mr. Macdonald of the urgent need to follow through. Mr. Lazarus pointed out that two years have been spent on developing the content of the history museum.

D. Report on the SFMHS Organization Chart

Mr. Fracchia circulated a draft SFMHS organization chart and governance narrative. He emphasized the evolving nature of the organization, which depends heavily on volunteers. Apologies were extended for the inadvertent omissions of the Executive Director position and the Publications Committee. The chart will be revised in the near future and will also reference the Old Mint Project (Bob Mendelsohn).

E. Report on the SFMHS Capital Campaign Plan

Mr. Fracchia distributed information as of November 30, 2004 (excluding the \$2.88 million in Proposition 40 funds awarded by the State Historical and Cultural Endowment Panel) summarizing the revenues, pledges, and outstanding liabilities of the Old Mint Project. Approximately \$3,983,720 in pledges has been received of which \$516,740 has been received. Total contributions by category were noted: a) personal, \$533,720; b) foundations, \$125,000; c) public, \$3,325,000. The additional \$2.88 million in Proposition 40 funds brings the fund raising total to \$6,863,720. The Advisory Committee recognized the generosity and commitment of Mr. Fracchia and Mr. Lazarus in personally securing various loans. The Advisory Committee joined Mr. Fracchia in expressing appreciation to Mr. Lazarus for his extraordinary efforts to secure federal funding in support of the Old Mint project.

E. Report on the SFMHS Old Mint Advisory Committee

The SFMHS Old Mint Advisory Committee will meet in January 2005. Consultant Mr. Macdonald will work closely with this Committee in the future.

V. **Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn**

A. Report on the Revisions to the Pro Forma Prepared by Clive Jones for the City Museum of San Francisco at The Old Mint

In the absence of Mr. Mendelsohn, Chair Heyman recalled that the Advisory Committee reviewed the Pro Forma at its meeting on July 27, 2004. It was the sense of the meeting that the forecast was too reliant on walk-up visitors rather than members. Clive Jones, Knowledge Based Consulting Group, recently reported that the attendance distribution was adjusted to reflect a greater share of member visits as follows:



Original Pro Forma:

Walk up visitor attendance, 258,500

Member Attendance, 46,000

Schools, 49,000

Revised Pro Forma:

Walk up visitor attendance, 212,500

Member Attendance, 92,000

Schools, 49,000

B. Report on the Environmental Impact Negative Declaration Report

Mr. Lazarus reported that the Environmental Impact Negative Declaration Report has been published. The Report is subject to a 20-day public comment period. The Board of Supervisors is expected to certify the negative declaration in early 2005. Compliance with the California Environmental Quality Act (CEQA) is addressed in the negative declaration. CEQA compliance is an important element of the Proposition 40 application for grant funds and to the completion of the development and disposition agreement under negotiation with the City.

C. Report on the SFMHS Grant Application for \$5 Million in Proposition 40 Funds through the State Historical and Cultural Endowment Panel

This matter was addressed as part of the Report of the President on page 187 of these minutes.

D. Other Information Item

1. San Francisco Convention and Visitors Bureau

Planning meetings with the San Francisco Convention and Visitors Bureau (SFCVB) are ongoing regarding the SFCVB headquarter site at the Old Mint. A second site at Fisherman's Wharf may be under consideration by the SFCVB. A memorandum of understanding between the SFMHS and SFCVB will be drafted.

**VI. Report of the Executive Director – James Lazarus**

A. Report on the SFMHS Operating Budget as of October 31, 2004

As of October 31, 2004, income totaled \$200,000 against a budget projection of \$136,000. Expenses exceeded budget primarily due to costs associated with the September 21, 2004 SFMHS Gala Awards Dinner. Expenses budgeted at \$130,000 totaled \$148,000. Net ordinary income totaled \$52,000 compared with projected net income of \$6,000 for the four months ending October 31<sup>st</sup>. In three years, the operating budget has increased from \$100,000 to \$400,000.

- B. Report on the Fiscal Year July 1 through December 31, 2004 SFMHS Operating Budget Actual Results To Be Presented at the Next Meeting

The report on six-month operating budget actual results through December 31, 2004 will be presented at the next meeting on February 17, 2005.

- C. Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

This matter was addressed as part of the capital campaign report on page 189 of these minutes. Cash and pledges of almost \$4 million exceed the \$1.2 million fund-raising goal required by the Exclusive Negotiating Agreement. The Agreement has expired, but Board of Supervisors' legislation is pending to extend the Agreement through April 2005. It is anticipated that negotiations for the disposition and development agreement and the term sheet for the final lease will be finalized and approved by the Board of Supervisors at that time. Mr. Lazarus discussed the three steps involved in the lease of a City building to a non-profit organization: 1) the exclusive negotiation period; 2) negotiation of the disposition and development agreement including the term sheet for the 66 year ground lease; and 3) the completion of the environmental review process. The San Francisco history project at the Old Mint involves an environmental impact report negative declaration. Mr. Lazarus clarified that the term sheet sets forth the business terms of the 66 year lease between the SFMHS and the City for the Old Mint building. Negotiations regarding the fund-raising milestones associated with the term sheet are ongoing.

- D. Report on the Results of the November 2, 2004 City General Obligation Bond Measure for the Seismic Upgrade of The Old Mint

Mr. Lazarus reported that San Francisco voters failed to pass Proposition B, a \$60 million neighborhood historical preservation general obligation bond measure on the November 2, 2004 ballot. The Proposition required a two-thirds affirmative vote for passage and received 57% of the San Francisco vote. Voter turnout was high at 74%. There was no organized opposition to the proposition, but City and State business tax measures failed to pass. The Old Mint seismic project would have received \$9.3 million in funding had Proposition B passed. There is some discussion of a City general obligation seismic bond measure in 2006 to coincide with the 100<sup>th</sup> anniversary of the 1906 San Francisco earthquake.

- E. Report on the Phase II of the Project to Catalogue and Inventory SFMHS San Francisco History Objects Following Adoption of a Collections Development Policy by the SFMHS Board of Directors

Mr. Lazarus reported that Ms. Klausner has completed the project to catalogue and inventory SFMHS San Francisco history material at Treasure Island and will continue to record accessions to the collection as they are received. The use permit at



Treasure Island expires in January 2005. The Japanese Historical Society and Society of Professional Journalists are also storing collections material at Treasure Island. It is hoped that a favorable Treasure Island storage arrangement will be continued with the City in the future.

F. Report on Current and Future Exhibitions

1. Report on the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

In the absence of Ms. Mendelsohn, Mr. Lazarus distributed the appended gross financial data pertaining to the Musée Mecanique, Gift Shop and ATM use at Pier 45. Although no admission fee is charged for the *Amusing America* exhibition, it has substantially increased the revenue streams of the other enterprises. Excess revenues from the Gift Shop over the base rent of about \$3,000 per month paid to the Port of San Francisco are retained by SFMHS. SFMHS holds the master lease on the 4,000 square feet of space at Pier 45 and sublets space to the Musée Mechanique. Through an operating agreement, space is leased to the Maritime Museum Gift Shop. The lease has been extended through July 2006. The Bay Center Museum (Bay environment and fishing) has expressed an interest in this space, as well as 60,000 square feet of additional space at Pier 45.

2. City Hall Exhibitions

Later this year, an exhibition of Panama Pacific International Exposition material from the collection of Donna Ewald Huggins will be on display in the south light court of City Hall. Businesses in existence at the time of the exposition are being approached with sponsorship opportunities. Gladys Hansen is assisting with remounting the exhibition on a voluntary basis working with the curator who organized the exhibition at the Presidio Officers Club earlier this year. An exhibition related to the 100<sup>th</sup> anniversary of the San Francisco earthquake is planned for early 2006.

G. Other Informational Item

Gen Art, a nonprofit organization supporting emerging artists, held an event at the Old Mint in early November celebrating the opening of its seventh annual exhibition. Over 1,000 guests attended. The exhibition was open to the public for three weeks and attracted several thousand visitors.

VII. Report of the Director of the Fine Arts Museums – Harry S. Parker III

- A. Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005

The Interim de Young Museum occupies approximately 30,000 square feet of climate controlled, fire protected support space in South San Francisco at a cost of approximately \$300,000 per year. This art storage facility includes state-of-the-art conservation laboratories, a library, and offices. It would be an ideal facility for the SFMHS history collection to be studied, stored, and preserved. Mr. Parker advised that the San Francisco airport holds the master lease with a Los Angeles developer, who plans to sell the building. The airport does not appear to be interested in continuing to lease the 600,000 square foot warehouse facility. Negotiations with the owner for the 30,000 square foot art storage facility sublease for a minimum period of 5 to 10 years would be necessary before entering discussions with other history-related organizations regarding a joint storage initiative. It is possible that the owner may not be interested in a sub-lease arrangement preferring to lease the entire 600,000 square foot space to one lessee. It was agreed that further discussions with the airport should be coordinated and continued. Chair Heyman will confirm the interest of the National Park Service in a potential joint storage initiative. Mr. Lazarus stated that the upgrade of the present Treasure Island storage space to provide a climate controlled and fire protected environment is not financially feasible.

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**IX. Next Meeting of the SFMHS Committee**

The next regularly scheduled meeting will be held on February 17, 2005, at 9:00 a.m., in the 6<sup>th</sup> Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco.

**X. Adjournment – Ira Michael Heyman, Chair**

There being no further business, the meeting was adjourned at 11:00 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.  
sfmhsac0412

**OFFICIAL MEETING NOTICE**

**San Francisco Museum and Historical Society  
Advisory Committee**

**Thursday, February 17, 2005  
9:00 a.m.**

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. Calling of the Roll**

Philip Choy  
Charles Crocker  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Richard Moran  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

DOCUMENTS DEPT.

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There will be an opportunity for public comment before or during each agenda item.



**III. Report of the Chair – Ira Michael Heyman**

- |    |   |                   |
|----|---|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the December 15, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)  | <b>Action</b>     |
|    |   | <b>Discussion</b> |
| B. | Report on the February 7, 2005 Meeting of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair  |                   |
| 1. | Consideration and Possible Action to Approve the Proposal of the Working Committee on Governance and Public Financing to Recommend to the Board of Supervisors that the Term of the San Francisco Museum and Historical Society Advisory Committee Be Extended for an Additional Year Beyond Its June 1, 2005 Expiration Date | <b>Action</b>     |
| C. | Consideration and Possible Action to Approve the Draft 2004 Annual Report of the SFMHS Advisory Committee for Submission to the Board of Supervisors by March 1, 2005 (See Appendix B – Draft 2004 Annual Report)   | <b>Action</b>     |
| D. | Other Informational Items   | <b>Discussion</b> |

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the Status of Consultant Robert Macdonald and the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century | <b>Discussion</b> |
| B. | Report on the Status of the Draft Collections Development Policy  | <b>Discussion</b> |
| C. | Report on the SFMHS Capital Campaign Plan   | <b>Discussion</b> |
| D. | Report on the SFMHS Old Mint Advisory Committee   | <b>Discussion</b> |
| E. | Other Information Items   | <b>Discussion</b> |

**V. Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on the Environmental Impact Report Negative Declaration | <b>Discussion</b> |
| B. | Other Informational Items                                      | <b>Discussion</b> |



**VI. Report of the Executive Director – Gilbert H. Castle, III**

- |    |  |            |
|----|--|------------|
| A. | Report on the Fiscal Year July 1 through December 31, 2004 SFMHS Operating Budget Actual Results | Discussion |
| B. | Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement        | Discussion |
| C. | Report on Current and Future Exhibitions   | Discussion |
| 1. | Report on the <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn                      | Discussion |
| 2. | City Hall Exhibitions  | Discussion |
| D. | Other Informational Items  | Discussion |

**VII. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- |    |   |            |
|----|---|------------|
| A. | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 | Discussion |
|----|---|------------|

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

- |     |  |            |
|-----|--|------------|
| IX. | Next Regularly Scheduled Meeting of the San Francisco Museum and Historical Society Advisory Committee | Discussion |
|-----|--|------------|

<u>Date</u>	<u>Time</u>	<u>Location</u>
April 28	9 a.m.	233 Post Street, San Francisco

- |    |   |        |
|----|---|--------|
| X. | Adjournment – Ira Michael Heyman, Chair | Action |
|----|---|--------|





Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Adele Destro, Interim Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [soft@sfgov.org](mailto:soft@sfgov.org)

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**DRAFT**

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**2004 Annual Report**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
February 17, 2005**

**I. Background**

The San Francisco Museum and Historical (SFMHS) Society Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The members of the Advisory Committee are:

- Philip Choy<sup>1</sup>
- Charles Crocker<sup>2</sup>
- Charles Fracchia<sup>3</sup>
- Susan Goldstein, Vice Chair<sup>4</sup>
- Ira Michael Heyman, Chair<sup>5</sup>
- Ink Mendelsohn<sup>6</sup>
- Richard Moran<sup>7</sup>
- Dr. Raye Richardson<sup>8</sup>
- Charles Striplen<sup>9</sup>
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San Francisco Museum and Historical Society  
Advisory Committee  
2004 Annual Report  
February 17, 2005

The Advisory Committee is staffed by the Fine Arts Museums of San Francisco (FAMSF). The following serve as staff to the Advisory Committee:

- James Lazarus, Executive Director, San Francisco Museum and Historical Society
- Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco
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The purposes and responsibilities of the Advisory Committee are:

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- Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## **II. 2004 SFMHS Advisory Committee Meetings**

- During 2004, the SFMHS Advisory Committee held six meetings on January 28, March 24, May 20, July 27, October 6, and December 15.
- Three working committees of the SFMHS Advisory Committee appointed by the Chair in February 2003 held several meetings in 2004: a) the Working Committee on Collections and Programming chaired by Susan Goldstein met once;



and b) the Working Committee on Governance and Public Financing chaired by Ira Michael Heyman met twice. The Working Committee on Development and Private Financing chaired by Diane Wilsey will convene in early 2005.

### III. SFMHS Advisory Committee Deliberations / Actions

- Various public/private partnership structural models were explored to determine the optimum relationship between the City and the SFMHS that would best serve to ensure the continuing existence, financial stability and success of the SFMHS and a San Francisco history museum at the Old Mint. These discussions were particularly timely in view of: a) the legislation creating the SFMHS Advisory Committee, which states that “the operation of the Committee shall expire on June 1, 2005, unless otherwise amended by the Board of Supervisors”; and b) the negotiation of the terms of the disposition and development agreement and long-term lease between the SFMHS and the City, which would permit the SFMHS to develop and operate space in the Old Mint as a San Francisco history museum and visitor center. The City’s Department of Real Estate would be responsible for overseeing the development and operation of the Old Mint and administering the terms of the disposition and development agreement and long-term lease. At its meeting on February 17, 2005, the SFMHS recommended that
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- Status reports on the revised conceptual plans for the Museum of San Francisco History Museum at the Old Mint Project were received on an ongoing basis.
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  - Financial reports on the SFMHS operating budget and the status of the fund-raising for the Old Mint / San Francisco history museum project were routinely presented.
  - The governance and operations of the SFMHS were regularly discussed including SFMHS programs and exhibitions.
  - Susan Goldstein, Vice Chair of the SFMHS Advisory Committee, organized a site tour of the Oakland Museum of California on October 29<sup>th</sup>. Sixteen members of either the SFMHS Advisory Committee or the SFMHS Old Mint Advisory Committee toured the conservation and behind-the-scenes facilities. The tour was instructive and emphasized the resources and support facilities required to appropriately manage a history collection.





#### **IV. Accomplishments in Creating a Museum of San Francisco History at the Old Mint**

The tasks necessary for creating the Museum of San Francisco History are demanding and complex. We indicated last year that while progress had been made in reorganizing the Board and Committees further attention was necessary to assure success. At the time of this writing salutary steps have been taken to reorganize the directorate of the SFMHS. The Advisory Committee believes that these changes will lead to more efficient coordination of the three crucial museum-related activities presently occurring: (A) Restoration of the Old Mint and its preparation for museum use; (B) Planning the museum program; and (C) Private fund raising. We turn to these matters now.

##### **A. The Old Mint Building**

- Progress has continued on the design of the project as funds have become available to compensate the architects and designers.
- The Environmental Impact Negative Declaration Report for the Old Mint project, completed and published in late 2004, requires certification by the Board of Supervisors. Compliance with the California Environmental Quality Act (CEQA) is addressed in the report. CEQA compliance is an important element of the Proposition 40 grant funding and to the completion of the development and disposition agreement under negotiation with the City.
- Conceptual drawings were previously completed and approved by the State Office of Historic Preservation.
- The major design issue remaining is the plan for the Mint courtyard. This has been quite contested and three options will be presented to the SFMHS in late February or early March for final decision then.
- Immediately thereafter the architects will prepare schematic drawings and SFMHS will seek final approval of its plans by the State Office of Historic Preservation.
- If all goes well, including necessary financing, working drawings will be prepared during the coming summer.
- The Exclusive Negotiating Agreement (ENA) for the Old Mint, executed on July 9, 2003 by the SFMHS and the City of San Francisco, has expired. Board of Supervisors' legislation is pending to extend the ENA to May 9, 2005. It is anticipated that negotiations for the disposition and development agreement and the term sheet for the final lease will be submitted to the Board of Supervisors for approval at that time.



B. Fund Raising

- During 2004 the SFMHS, with the aid of a consultant, developed preliminary capital campaign materials relating to a \$55 million capital campaign, including public and private contributions. Approximately \$4 million in cash and pledges from private and public sources were received or committed as of November 30, 2004. Personal contributions and foundation support totaled \$658,720. Public funding commitments of \$3,325,000 related to the transfer of air rights and public art associated with the Fifth and Mission hotel project, and Housing and Urban Development and other Federal appropriations sponsored by House Democratic Leader Nancy Pelosi, and Senators Dianne Feinstein and Barbara Boxer.
- In addition, the Museum Project was awarded \$2.88 million in Proposition 40 funds by the State Historical and Cultural Endowment Panel in December 2004. This additional funding requires matching funds and is providing a stimulus for additional organized fund raising. If this is successful, the total increase due to Proposition 40 funds will be \$5.76 million and the fund raising total will be \$9.75 million.
- A Capital Campaign Honorary Committee was appointed consisting of the following individuals: Diane B. Wilsey, Chairperson; Judy Avery; Nancy and Joachim Bechtel; Dale Carlson and Meagan Levitan; Annemarie Conroy and Bart Lally; Nancy Cooper; Mr. and Mrs. Charles Crocker; Emilio Cruz; Oz Erickson; George Flaherty; United States Senator Dianne Feinstein; Robert and Chandra Friese; Anne Halsted and Wells Whitney, Barbara and Ron Kaufman, Bill and Joanna Maher, Mr. and Mrs. Robert Marcus, Lee Muson and Merla Zellerbach; Peter J. Musto; Walter and Ellen Newman; Piero Patri; Marianne Peterson; Charlotte Mailliard Shultz and Honorable George Shultz; and Roselyn Swig.
- The SFMHS and others worked successfully to place a City general obligation bond measure on the November 2, 2004 ballot. San Francisco voters failed to pass Proposition B, a \$60 million neighborhood historical preservation general obligation bond measure, which would have provided \$9 million in funding to the Old Mint seismic project.
- In mid-August 2004, three open houses were held at the Old Mint. Approximately 1,100 visitors toured the Old Mint.
- The September 21, 2004 SFMHS Gala Awards Dinner and Auction sold out with over 300 guests in attendance. Net proceeds for this fund-raising event totaled \$65,000, twice the revenue projected.



- A number of events were held at the Old Mint in 2004 providing a modest source of revenue and exposure to the Old Mint building and the proposed San Francisco history museum.

C. Museum Programming

- Consultant Robert Macdonald, Emeritus Director of the History Museum of New York, provided programmatic direction to the planning of the San Francisco Museum at the Old Mint project working closely with the architects and museum designer. His proposed Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century, was presented to the SFMHS Advisory Committee at its meeting on May 20, 2004. The SFMHS Board of Directors is expected to adopt a Case Statement in early 2005. It will undoubtedly coincide with the conclusion reached by the SFMHS Advisory Committee in 2003 that a narrative, interpretive, experiential history museum model should be explored in the absence of a strong, core San Francisco history collection.
- A Collections Development Policy was drafted, which will be refined and finalized with the assistance of Consultant Robert Macdonald. The draft Policy confirms that the SFMHS will be a collecting institution, but will not compete with other collecting institutions. It is noted that the SFMHS Advisory Committee in 2003 concluded that additional acquisitions would be necessary to support an exhibition program in the Old Mint based primarily on collections. However, donations and loans of objects and works on paper are possibilities, and some of the objects in the collections could be useful in thematic or narrative-based exhibitions. The Committee further emphasized the need to provide a secure, watertight, and temperature-controlled storage environment for collections.
- The project to catalogue and inventory the FAMSF and SFMHS San Francisco history collections was completed. Over 350 archival collections and individual objects in the SFMHS history collection, involving over 200 digital images, were catalogued and inventoried. Approximately 1,550 FAMSF San Francisco history objects were barcoded, measured, photographed, labeled and tagged, and data records were generated for each object. The FAMSF and SFMHS inventories are compatible.
- The SFMHS exhibition, *Amusing America*, organized by Ink Mendelsohn opened on August 5, 2004 at Pier 45 in space shared with the Musée Mecanique.



## **V. Concerns Moving Forward**

- There is need for additional operating funds to begin hiring professional museum staff. At the time of this writing, the SFMHS Board of Directors is considering the extension of the contract with consultant Robert Macdonald, who, as indicated above, is an experienced museum professional with extensive experience as a director of a municipal history museum. His proposed Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century, has helped to articulate for the designer and the Board how the museum might present the history of San Francisco in the Old Mint. The Case Statement defines the vision and mission of The Museum of The City of San Francisco as a center for education and related programming. The basic approach to exhibitions will rely on thematic, narrative, experiential presentations of material. The SFMHS Board of Directors needs to expeditiously act to approve a Case Statement, followed by the timely adoption of appropriate collection policies, including collection management guidelines; reach decisions regarding the extent, potential location, and adequacy of necessary storage facilities; respond to questions concerning permanent and temporary exhibitions; develop means for assuring inclusion of the stories of the multiple groups that reside in San Francisco; and identify the eventual staffing needs for the museum. The development of the Case Statement is a major step forward, but hiring a permanent director whose full-time attention could be focused on implementing the Case Statement and responding to the above and like matters would be more ideal.
- Continued attention must be focused on community outreach and creating a more diverse Board and committees.
- Further elaboration of the means to carry out the capital campaign will be required to assure its success.

## **VI. Future Considerations**

- Ongoing review of the financial capability of the SFMHS organization to raise from private and public sources \$55 million for the Old Mint/San Francisco history museum project including: a) legislation authorizing the striking of a commemorative coin to be issued by the United States Mint in 2006, introduced by Senators Feinstein and Boxer; b) additional Federal appropriations through Congressional earmarks; c) various grants from corporations and foundations, which have been received or are pending; d) progress on the capital campaign; e) application for additional Proposition 40 funding in the next two grant cycles; and f) a possible 2006 City general obligation seismic bond measure to coincide with the 100<sup>th</sup> anniversary of the 1906 San Francisco earthquake.





San Francisco Museum and Historical Society  
Advisory Committee  
2004 Annual Report  
February 17, 2005

- Ongoing review of the development of the Old Mint/San Francisco history museum project including project costs, the disposition and development agreement, the sixty-six year ground lease, the securing of City permits, and final building design elements.
- Further deliberation of the future storage and conservation needs of the SFMHS history collection, including a commitment from the City to continue the storage facility arrangement on Treasure Island (lease extended to January 2006). Under consideration is the feasibility of a joint storage initiative among local history-related organizations to utilize the Interim de Young Museum state-of-the art storage facility. The facility will be vacated in preparation for opening of the New de Young Museum on October 15, 2005. The sublease with the San Francisco Airport for the Interim de Young space expires on December 31, 2005.
- Further development of means for assuring the ongoing dialogue between this Advisory Committee and the SFMHS Old Mint Advisory Committee.

Respectfully submitted,

Ira Michael Heyman  
Chair

cc Board of Directors, San Francisco Museum and Historical Society  
Board of Trustees, Fine Arts Museums of San Francisco



**OFFICIAL MEETING NOTICE**

*Fine Arts Museum*  
**San Francisco Museum and Historical Society  
Advisory Committee**

DOCUMENTS DEPT.

**Thursday, March 24, 2005  
9:00 a.m.**

MAR 21 2005

**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

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PUBLIC LIBRARY

03-21-05 A10426 RCVD

**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. Calling of the Roll**

Philip Choy  
Charles Crocker  
Jerome L. Dodson  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

There will be an opportunity for public comment before or during each agenda item.

**III. Report of the Chair – Ira Michael Heyman**

- |    |   |                   |
|----|---|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the December 15, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)  | <b>Action</b>     |
|    |   | <b>Discussion</b> |
| B. | Report on the February 7, 2005 Meeting of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair  |                   |
|    |   |                   |
| 1. | Consideration and Possible Action to Approve the Proposal of the Working Committee on Governance and Public Financing to Recommend to the Board of Supervisors that the Term of the San Francisco Museum and Historical Society Advisory Committee Be Extended for an Additional Year Beyond Its June 1, 2005 Expiration Date | <b>Action</b>     |
|    |   |                   |
| C. | Consideration and Possible Action to Approve the Draft 2004 Annual Report of the SFMHS Advisory Committee for Submission to the Board of Supervisors by March 1, 2005 (See Appendix B – Draft 2004 Annual Report)   | <b>Action</b>     |
|    |   |                   |
| D. | Other Informational Items   | <b>Discussion</b> |

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the Status of Consultant Robert Macdonald and the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century | <b>Discussion</b> |
|    |   |                   |
| B. | Report on the Status of the Draft Collections Development Policy  | <b>Discussion</b> |
|    |   |                   |
| C. | Report on the SFMHS Capital Campaign Plan   | <b>Discussion</b> |
|    |   |                   |
| D. | Report on the SFMHS Old Mint Advisory Committee   | <b>Discussion</b> |
|    |   |                   |
| E. | Other Information Items   | <b>Discussion</b> |

**V. Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on the Environmental Impact Report Negative Declaration | <b>Discussion</b> |
|    |  |                   |
| B. | Other Informational Items                                      | <b>Discussion</b> |

**VI. Report of the Executive Director – Gilbert H. Castle, III**

- |    |  |            |
|----|--|------------|
| A. | Report on the Fiscal Year July 1 through December 31, 2004 SFMHS Operating Budget Actual Results | Discussion |
| B. | Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement        | Discussion |
| C. | Report on Current and Future Exhibitions   | Discussion |
| 1. | Report on the <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn                      | Discussion |
| 2. | City Hall Exhibitions  | Discussion |
| D. | Other Informational Items  |            |

**VII. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- |    |   |            |
|----|---|------------|
| A. | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 | Discussion |
|----|---|------------|

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

- |     |  |            |
|-----|--|------------|
| IX. | Next Regularly Scheduled Meeting of the San Francisco Museum and Historical Society Advisory Committee | Discussion |
|-----|--|------------|

<u>Date</u>	<u>Time</u>	<u>Location</u>
April 28	9 a.m.	233 Post Street, San Francisco

- |    |   |        |
|----|---|--------|
| X. | Adjournment – Ira Michael Heyman, Chair | Action |
|----|---|--------|

Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative format and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Adele Destro, Interim Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [soft@sfgov.org](mailto:soft@sfgov.org)

A free copy of the Sunshine Ordinance can be obtained from Ms. Destro, or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, <http://www.sfgov.org/sunshine/>

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sfgov.org/ethics](http://sfgov.org/ethics).

**DRAFT**

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**2004 Annual Report**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
March 24, 2005**

**I. Background**

The San Francisco Museum and Historical (SFMHS) Society Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The members of the Advisory Committee are:

- Philip Choy<sup>1</sup>
- Charles Crocker<sup>2</sup>
- Charles Fracchia<sup>3</sup>
- Susan Goldstein, Vice Chair<sup>4</sup>
- Ira Michael Heyman, Chair<sup>5</sup>
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- During 2004 the SFMHS, with the aid of a consultant, developed preliminary capital campaign materials relating to a \$55 million capital campaign, including public and private contributions. Approximately \$4 million in cash and pledges from private and public sources were received or committed as of November 30, 2004. Personal contributions and foundation support totaled \$658,720. Public funding commitments of \$3,325,000 related to the transfer of air rights and public art associated with the Fifth and Mission hotel project, and Housing and Urban Development and other Federal appropriations sponsored by House Democratic Leader Nancy Pelosi, and Senators Dianne Feinstein and Barbara Boxer.
- In addition, the Museum Project was awarded \$2.88 million in Proposition 40 funds by the State Historical and Cultural Endowment Panel in December 2004. This additional funding requires matching funds and is providing a stimulus for additional organized fund raising. If this is successful, the total increase due to Proposition 40 funds will be \$5.76 million and the fund raising total will be \$9.75 million.
- A Capital Campaign Honorary Committee was appointed consisting of the following individuals: Diane B. Wilsey, Chairperson; Judy Avery; Nancy and Joachim Bechtel; Dale Carlson and Meagan Levitan; Annemarie Conroy and Bart Lally; Nancy Cooper; Mr. and Mrs. Charles Crocker; Emilio Cruz; Oz Erickson; George Flaherty; United States Senator Dianne Feinstein; Robert and Chandra Friese; Anne Halsted and Wells Whitney, Barbara and Ron Kaufman, Bill and Joanna Maher, Mr. and Mrs. Robert Marcus, Lee Muson and Merla Zellerbach; Peter J. Musto; Walter and Ellen Newman; Piero Patri; Marianne Peterson; Charlotte Mailliard Shultz and Honorable George Shultz; and Roselyn Swig.
- The SFMHS and others worked successfully to place a City general obligation bond measure on the November 2, 2004 ballot. San Francisco voters failed to pass Proposition B, a \$60 million neighborhood historical preservation general obligation bond measure, which would have provided \$9 million in funding to the Old Mint seismic project.
- In mid-August 2004, three open houses were held at the Old Mint. Approximately 1,100 visitors toured the Old Mint.
- The September 21, 2004 SFMHS Gala Awards Dinner and Auction sold out with over 300 guests in attendance. Net proceeds for this fund-raising event totaled \$65,000, twice the revenue projected.

- A number of events were held at the Old Mint in 2004 providing a modest source of revenue and exposure to the Old Mint building and the proposed San Francisco history museum.

C. Museum Programming

- Consultant Robert Macdonald, Emeritus Director of the History Museum of New York, provided programmatic direction to the planning of the San Francisco Museum at the Old Mint project working closely with the architects and museum designer. His proposed Case Statement, *The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century*, was presented to the SFMHS Advisory Committee at its meeting on May 20, 2004. The SFMHS Board of Directors is expected to adopt a Case Statement in early 2005. It will undoubtedly coincide with the conclusion reached by the SFMHS Advisory Committee in 2003 that a narrative, interpretive, experiential history museum model should be explored in the absence of a strong, core San Francisco history collection.
- A Collections Development Policy was drafted, which will be refined and finalized with the assistance of Consultant Robert Macdonald. The draft Policy confirms that the SFMHS will be a collecting institution, but will not compete with other collecting institutions. It is noted that the SFMHS Advisory Committee in 2003 concluded that additional acquisitions would be necessary to support an exhibition program in the Old Mint based primarily on collections. However, donations and loans of objects and works on paper are possibilities, and some of the objects in the collections could be useful in thematic or narrative-based exhibitions. The Committee further emphasized the need to provide a secure, watertight, and temperature-controlled storage environment for collections.
- The project to catalogue and inventory the FAMSF and SFMHS San Francisco history collections was completed. Over 350 archival collections and individual objects in the SFMHS history collection, involving over 200 digital images, were catalogued and inventoried. Approximately 1,550 FAMSF San Francisco history objects were barcoded, measured, photographed, labeled and tagged, and data records were generated for each object. The FAMSF and SFMHS inventories are compatible.
- The SFMHS exhibition, *Amusing America*, organized by Ink Mendelsohn opened on August 5, 2004 at Pier 45 in space shared with the Musée Mécanique.

## **V. Concerns Moving Forward**

- There is need for additional operating funds to begin hiring professional museum staff. At the time of this writing, the SFMHS Board of Directors is considering the extension of the contract with consultant Robert Macdonald, who, as indicated above, is an experienced museum professional with extensive experience as a director of a municipal history museum. His proposed Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century, has helped to articulate for the designer and the Board how the museum might present the history of San Francisco in the Old Mint. The Case Statement defines the vision and mission of The Museum of The City of San Francisco as a center for education and related programming. The basic approach to exhibitions will rely on thematic, narrative, experiential presentations of material. The SFMHS Board of Directors needs to expeditiously act to approve a Case Statement, followed by the timely adoption of appropriate collection policies, including collection management guidelines; reach decisions regarding the extent, potential location, and adequacy of necessary storage facilities; respond to questions concerning permanent and temporary exhibitions; develop means for assuring inclusion of the stories of the multiple groups that reside in San Francisco; and identify the eventual staffing needs for the museum. The development of the Case Statement is a major step forward, but hiring a permanent director whose full-time attention could be focused on implementing the Case Statement and responding to the above and like matters would be more ideal.
- Continued attention must be focused on community outreach and creating a more diverse Board and committees.
- Further elaboration of the means to carry out the capital campaign will be required to assure its success.

## **VI. Future Considerations**

- Ongoing review of the financial capability of the SFMHS organization to raise from private and public sources \$55 million for the Old Mint/San Francisco history museum project including: a) legislation authorizing the striking of a commemorative coin to be issued by the United States Mint in 2006, introduced by Senators Feinstein and Boxer; b) additional Federal appropriations through Congressional earmarks; c) various grants from corporations and foundations, which have been received or are pending; d) progress on the capital campaign; e) application for additional Proposition 40 funding in the next two grant cycles; and f) a possible 2006 City general obligation seismic bond measure to coincide with the 100<sup>th</sup> anniversary of the 1906 San Francisco earthquake.

San Francisco Museum and Historical Society  
Advisory Committee  
2004 Annual Report  
March 24, 2005

- Ongoing review of the development of the Old Mint/San Francisco history museum project including project costs, the disposition and development agreement, the sixty-six year ground lease, the securing of City permits, and final building design elements.
- Further deliberation of the future storage and conservation needs of the SFMHS history collection, including a commitment from the City to continue the storage facility arrangement on Treasure Island (lease extended to January 2006). Under consideration is the feasibility of a joint storage initiative among local history-related organizations to utilize the Interim de Young Museum state-of-the art storage facility. The facility will be vacated in preparation for opening of the New de Young Museum on October 15, 2005. The sublease with the San Francisco Airport for the Interim de Young space expires on December 31, 2005.
- Further development of means for assuring the ongoing dialogue between this Advisory Committee and the SFMHS Old Mint Advisory Committee.

Respectfully submitted,

Ira Michael Heyman  
Chair

cc Board of Directors, San Francisco Museum and Historical Society  
Board of Trustees, Fine Arts Museums of San Francisco

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**March 24, 2005**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, March 24, 2005, in the 6th Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. The meeting was called to order at 9:10 a.m. by Ira Michael Heyman, Chair. Chair Heyman presided; Judy Gough acted as Secretary.

Chair Heyman introduced Jerry Dodson, newly elected President of the SFMHS Board of Directors. Mr. Dodson reviewed recent SFMHS leadership changes. Charles Fracchia retired as President and was named SFMHS Founder and President Emeritus. He will continue as Editor and Chief of the publications, Argonaut and Panorama. Gilbert H. Castle, III, was appointed Executive Director. James Lazarus retired from the Executive Director position and assumed the role of Director of Governmental Affairs.

The Advisory Committee acknowledged the efforts of SFMHS Immediate Past President Charles Fracchia with a sincere round of applause.

**II. Calling of the Roll**

DOCUMENTS DEPT.

Present:

Philip Choy  
Jerome L. Dodson  
Charles Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

MAY 27 2005

SAN FRANCISCO  
PUBLIC LIBRARY

Excused:

Charles Crocker



Staff Present:

Gilbert H. Castle, III, Executive Director, San Francisco Museum and Historical Society

Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco

Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

Other:

Jim Lazarus, Director of Governmental Affairs

Bob Mendelsohn, Old Mint Restoration

**III. Report of the Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the December 15, 2004 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the December 15, 2004 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Report on the February 7, 2005 Meeting of the Working Committee on Governance and Public Financing - Ira Michael Heyman, Chair

1. Consideration and Possible Action to Approve the Proposal of the Working Committee on Governance and Public Financing to Recommend to the Board of Supervisors that the Term of the San Francisco Museum and Historical Society Advisory Committee Be Extended for an Additional Year Beyond Its June 1, 2005 Expiration Date

Chair Heyman reported that The Working Committee on Governance and Public Financing met on February 7<sup>th</sup>. The deliberations of this Working Committee have focused on the optimal, future relationship between the SFMHS and the City. Deputy City Attorney Adine Varah submitted a memorandum dated November 2, 2004 addressing this matter. The Working Committee considered a number of options:

1) the creation of a commission by the Board of Supervisors with some authority over the San Francisco history museum; 2) the relationship between the Fine Arts Museums (FAMSF / a City department) and the City; and 3) and other structural models.

Following detailed discussion, the Working Committee on Governance and Public Financing concluded that consideration of the optimal, future relationship between the SFMHS and the City is premature at this time. The current relationship between the SFMHS and the City, which is principally through the Real Estate



Department, is appropriate as the Old Mint proceeds through its renovation process and in view of the fact that most of the questions relate to the contractual obligations between the SFMHS and the City.

Chair Heyman noted that the operation of the SFMHS Advisory Committee is set to expire on June 1, 2005 in accordance with the legislation creating it. The Working Committee recommends to the SFMHS Advisory Committee that its term be extended for an additional year beyond the June 1, 2005 expiration date. It was moved and seconded to recommend to the Board of Supervisors that the term of the SFMHS Advisory Committee be extended for an additional year beyond the June 1, 2005 expiration date. Mr. Fracchia expressed strong support for the motion noting that the Advisory Committee has been of significant benefit to the SFMHS. There was no further discussion among Advisory Committee members. There was no public testimony. The Advisory Committee voted unanimously to recommend to the Board of Supervisors that the term of the SFMHS Advisory Committee be extended for an additional year beyond the June 1, 2005 expiration date. Deputy City Attorney Adine Varah will be requested to prepare the ordinance amendment extending the term of the Advisory Committee for an additional year.

Mr. Lazarus discussed the need to reappoint members to the Advisory Committee. Reappointments by the Mayor's Office, SFMHS, FAMSF, and the San Francisco Public Library will be finalized for report at the next meeting.

- C. Consideration and Possible Action to Approve the Draft 2004 Annual Report of the SFMHS Advisory Committee for Submission to the Board of Supervisors

As required by the legislation creating the SFMHS Advisory Committee, the 2004 Annual Report of the Advisory Committee needs to be submitted to the Board of Supervisors. The submission of the annual report on March 1, 2005 was delayed due to Chair Heyman's recent illness.

Chair Heyman commented that the annual report balances the Advisory Committee's evaluation of SFMHS accomplishments in creating a San Francisco History Museum at the Old Mint and the identification of concerns moving forward. It was agreed that the annual report is a useful reference document for the Advisory Committee, SFMHS, FAMSF, and the City. It was moved and seconded to approve the appended 2004 Annual Report of the SFMHS Advisory Committee. There was no further discussion among Committee members. There was no public testimony. The SFMHS Advisory Committee voted unanimously to approve the 2004 Annual Report of the SFHMS Advisory Committee for submission to the Board of Supervisors.

At the suggestion of the Chair, several matters contained in the annual report were clarified:

- IV. Accomplishments in Creating a Museum of San Francisco History at the Old Mint, A. The Old Mint Building, Bullet 4, Page 4

Mr. Dodson reported on the status of the Old Mint Courtyard design. The SFMHS Board of Directors has approved a less elaborate and scaled-down Courtyard. It features glass bridges connecting to a glass elevator, which was moved from the center to a corner of the Courtyard. The new design appears to meet historic preservation concerns. In response to a question raised by Mr. Parker, Mr. Castle stated that the new Courtyard design does not change the financial requirements. The additional cost of a stairwell was offset by the reduced elevator expense. More detailed information regarding the Courtyard design will be presented at the next meeting.

- V. Concerns Moving Forward, Bullets 1 and 2, Page 7

The contract for consultant Robert Macdonald is under negotiation. Chair Heyman reiterated the need to hire a permanent director whose full-time attention could be directed to the many issues involved in the establishment of a San Francisco history museum. In the absence of funding, it is imperative that the expertise of a museum professional be available, such as consultant Robert Macdonald, who has extensive experience as a director of a municipal history museum. Mr. Castle noted that an additional provision in the consultant's contract calls for an adequate public participation process. Chair Heyman pointed out the importance of continued community outreach and creating a more diverse Board and committees. The SFMHS Nominating Committee has drafted guidelines for the recruitment of Board Members, which will be submitted for review at the next meeting.

- VI. Future Considerations, Bullet 1, page 7

The SFMHS Advisory Committee will continue to focus on the following considerations: 1) the ongoing review of the financial capability of the SFMHS organization to raise from private and public sources \$55 million for the Old Mint / San Francisco history museum project; and 2) future storage and conservation needs.

#### **IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

##### **A. Report on the SFMHS Capital Campaign Plan**

Mr. Dodson reported that a search for a Development Director has been initiated. The expertise of this professional will be critical to the capital campaign effort, which will need to raise \$15 million in private funds. At Mr. Castle's request, Mr. Mendelsohn discussed a recent development regarding new market tax credits. Because The Old Mint is located in an economically depressed census district, the project is eligible for funds through a federal program, which provides tax credits for investors in

economically depressed areas. The new market tax credits may be available as the project moves forward and might equal the \$10 million in historic preservation tax credits.

**B. Report on the SFMHS Old Mint Advisory Committee**

The SFMHS Old Mint Advisory Committee and a new SFMHS Collections Committee, chaired by Ink Mendelsohn, will work closely with consultant Bob Macdonald in the future.

**C. Report on Possible General Obligation Bond Measure in the Future**

Mr. Dodson reported on a meeting with Aaron Peskin, President of the Board of Supervisors, regarding a possible general obligation bond measure in support of the San Francisco Museum at The Old Mint. Supervisor Peskin indicated that he would be inclined to support such a bond measure if a poll of San Francisco voters, knowing the increase to their property taxes through the bond measure, demonstrated 70% support, and if the bond measure did not conflict with the Mayor's priorities. Efforts are underway to schedule Mayor Gavin Newsom to tour The Old Mint and to discuss the feasibility of a general obligation bond measure in the next several years.

**V. Report of the Owners Representative of the San Francisco Museum and Historical Society – Bob Mendelsohn**

**A. Report on the Environmental Impact Negative Declaration Report**

Mr. Mendelsohn reported on the status of the Environmental Impact Negative Declaration. The environmental analysis for The Old Mint Project was conducted by the City Planning Department, who determined that it was appropriate to issue a negative declaration. A negative declaration means the project does not negatively impact the environment. Compliance with the California Environmental Quality Act (CEQA) is addressed in the negative declaration. Mr. Mendelsohn noted that CEQA compliance is an important element of the Proposition 40 application for grant funds and to the completion of the development and disposition agreement under negotiation with the City. In December 2004, the Museum Project was awarded \$2.88 million in Proposition 40 funds by the State Historical and Cultural Endowment Panel. This grant award requires matching funds.

The negative declaration report of the City Planning Department is subject to a 60-day public comment period. On the 60<sup>th</sup> day, a historic preservationist filed an appeal challenging the negative declaration. The appeal states that the action would be dropped if certain concerns are adequately addressed. During the past month, significant effort has been devoted to modifying The Old Mint Courtyard, which appears to have responded to the concerns raised. The appeal is expected to be

withdrawn in the next several weeks. Patri.Merker.Architects is assisting in filing the modifications to the Environmental Impact Negative Declaration.

**VI. Report of the Executive Director – Gilbert H. Castle, III**

**A. SFMHS Organization Chart**

Mr. Castle distributed the appended SFMHS organization chart dated March 2005. He noted that a search for a Development Director is underway, and it is planned to retain a full-time bookkeeper and a part-time controller. Additional committees include the Collections Committee and the Publications Committee, which will be added to the revised organization chart to be submitted for review at a future meeting.

**B. Principal Management Challenges of The Old Mint Project**

Mr. Castle reviewed the appended, major timelines for The Old Mint Project, dated January 2005. The timeline covers the next four years through 2008 and establishes major accomplishments to be achieved for The Old Mint Project, the contents of the San Francisco History Museum, and the hiring of personnel. The document highlights key events, and sources and uses of funds are identified.

**C. Report on the Fiscal Year July 1 through December 31, 2004 SFMHS Operating Budget vs. Actual Results**

Actual net ordinary income for six months, July through December 2004, was \$52,734, compared to projected net ordinary income for the same period of \$9,260. A new financial reporting format is under development, which will show budget-to-date vs. fiscal-year-to-date numbers.

**D. Report on the Status of Consultant Robert Macdonald and the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century**

This report was provided earlier in the meeting (see page 197 of these minutes).

**E. Report on the Status of the Draft Collections Development Policy**

File Maker Pro software has been obtained to continue the work of Consultant Kim Klausner, who catalogued and inventoried the SFMHS San Francisco history collection. Consultant Bob Macdonald will be responsible for the refinement of the Draft Collections Development Policy.

F. Report on SFMHS Fund-Raising for the One Year Term of the Exclusive Negotiating Agreement

The \$1.2 million fund-raising goal required by the Exclusive Negotiating Agreement was met. Fund-raisers in 2005 include the Chicken's Ball on April 17<sup>th</sup>, an Art and Wine Auction on May 19<sup>th</sup>, and the annual dinner on September 29<sup>th</sup> to be held at the Marriott Hotel. A "ground breaking" event at The Old Mint will precede the annual dinner. On April 17, 2006, a major fund-raising event, chaired by Ann Lazarus, will be held in the Garden Court of the Palace Hotel commemorating the April 17, 1906 San Francisco earthquake. Mr. Parker and Mrs. Wilsey encouraged increased reliance on alternative income streams in addition to fund-raising events, such as annual appeals and operating grants.

G. Report on Current and Future Exhibitions

1. Report on the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Ms. Mendelsohn distributed an *Amusing America* Report to the SFMHS Advisory Committee, which discusses the exhibition content, visitor reaction, and outcomes. Visitorship is strong, and the exhibition continues to receive press attention. The report also acknowledges the individuals responsible for mounting the exhibition. Ms. Mendelsohn introduced Gary Chen, a graphic designer from 3 D Visions, who along with Kate Gillespie, also from 3D Visions, provided invaluable pro bono graphics assistance. Susan Goldstein and her staff at the San Francisco Public Library were recognized for designing the exhibition website and preparing learning materials. *Amusing America* is being entered in the Excellence in Design Competition of the American Association of Museum. This year the competition will emphasize partnerships of museums and libraries.

2. City Hall Exhibitions in the South Light Court

Next week, an archeological resources exhibit will be curated and installed by Archeotect, a Bay Area firm that investigates archeological sites. Under consideration is a United Nations exhibition later this year commemorating the 60<sup>th</sup> anniversary of its founding in San Francisco. An exhibition related to the 100<sup>th</sup> anniversary of the San Francisco earthquake is planned for early 2006.

H. Other Informational Items

1. The Old Mint continues to be a popular venue for events. Gen Art, a nonprofit organization supporting emerging artists, returns to The Old Mint in June 2005. The movie *Rent* will be filmed in San Francisco at 6<sup>th</sup> and Mission on March 29<sup>th</sup>. The Old Mint will be used as a staging location for extras. Rental fees offset Old Mint building operating expenses.

2. Joint venture history show opportunities are being pursued with KRON television. The concept of "A San Francisco History Museum Minute" is also under discussion. Chair Heyman announced that an effort is underway to create a Marin County history museum. Vice Chair Goldstein reported that the Pacific Immigration Museum, to be located at Fort Mason, received federal funding and is presently conducting focus groups. It was suggested that consultant Bob Macdonald meet with these organizations in the near future.

## **VII. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- A. Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005

The Interim de Young Museum occupies approximately 30,000 square feet of climate controlled, fire protected support space in South San Francisco at a cost of approximately \$300,000 per year. This art storage facility, which includes state-of-the-art conservation laboratories, a library, and offices. It would be an ideal facility for the San Francisco history collection to be studied, stored, and preserved. Mr. Parker advised that the San Francisco airport holds the master lease with a Los Angeles developer, who plans to sell the building. The airport supports continued use of the art storage facility space for the next three years at \$300,000 per year until the term of the master lease expires. The airport is not interested in continuing the long-term lease for the 600,000 square foot warehouse facility. The owner may be interested in a single-use lease arrangement, which would make it difficult to negotiate a sublease for the 30,000 square foot art storage facility for a period of 5 to 10 years. It would be advantageous to know the feasibility of a long-term sublease before entering discussions with other history-related organizations regarding a joint storage initiative.

The possibility of retaining the art storage facility for three years at a reduced rate was discussed. In addition, the question was raised as to whether the owner would consider a long-term sublease with a consortium of history-related organizations for a larger amount of the warehouse space. If so, it would be worthwhile to organize a joint storage initiative. Mr. Lazarus noted that the San Francisco Museum of Modern Art has indicated an interest in additional, offsite storage space. In response to a question raised, Mr. Parker stated that FAMSF leases another warehouse with binding, long-term lease. The space is not ideal for art storage, but does meet the storage needs for store inventory, exhibition cases, and crates used for art transport, etc. There is no available space in this warehouse to accommodate the storage needs of other organizations.

Chair Heyman suggested that the SFMHS leadership reach a decision as to whether the FAMSF art storage facility in South San Francisco is an opportunity worthy of pursuit. If so, Chair Heyman offered to be of assistance in contacting the

administration at the San Francisco International Airport. It was suggested that Bob Mendelsohn, Bill Maher, and Jim Lazarus might also be of assistance. If this matter is pursued, Vice Chair Goldstein further suggested that discussions include both the short-term three- year option at reduced rent, and the longer-term sublease option.

**VIII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**IX. Next Meeting of the SFMHS Committee**

Due to the rescheduling of today's meeting from February 17<sup>th</sup>, it was agreed to re-set the April 28<sup>th</sup> meeting to a date in late May.

**X. Adjournment – Ira Michael Heyman, Chair**

Mr. Striplen reported that he was contacted last week by a group of Maori artists from New Zealand in connection with a Maori art and culture exhibit at the Yerba Buena Center from August 4 – 15, 2005. Various California tribes will organize a formal welcoming ceremony on August 4<sup>th</sup> on the beach at the Presidio.

There being no further business, the meeting was adjourned at 11:05 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.







**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

March 24, 2005

Gloria L. Young  
Clerk of the Board  
Board of Supervisors  
City Hall  
Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689

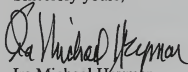
**Re: 2004 Annual Report of the  
San Francisco Museum and  
Historical Society Advisory  
Committee**

Dear Ms. Young:

As required by Ordinance 92-02, the 2004 Annual Report of the San Francisco Museum and Historical Society Advisory Committee is enclosed.

Please call me at (510) 642-1731, or Judy Gough at (415) 750-3669, if you have any questions regarding this report.

Sincerely yours,

  
Ira Michael Heyman  
Chair

/jeg  
Enclosure

cc Supervisor Aaron Peskin, President, Board of Supervisors, City and County of San Francisco  
Gilbert H. Castle, III, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco



**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**2004 Annual Report**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
March 24, 2005**

**I. Background**

The San Francisco Museum and Historical (SFMHS) Society Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The members of the Advisory Committee are:

- Philip Choy<sup>1</sup>
- Charles Crocker<sup>2</sup>
- Charles Fracchia<sup>3</sup>
- Susan Goldstein, Vice Chair<sup>4</sup>
- Ira Michael Heyman, Chair<sup>5</sup>
- Ink Mendelsohn<sup>6</sup>
- Richard Moran<sup>7</sup>
- Dr. Raye Richardson<sup>8</sup>
- Charles Striplen<sup>9</sup>
- Susan Stryker<sup>10</sup>
- Diane B. Wilsey<sup>11</sup>

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<sup>1</sup> Appointed by the Board of Supervisors

<sup>2</sup> Appointed by the Fine Arts Museums of San Francisco

<sup>3</sup> Historian appointed by the Mayor

<sup>4</sup> City archivist appointed by the San Francisco Public Library

<sup>5</sup> Former Secretary of the Smithsonian Institution and Chancellor of the University of California, Berkeley, appointed by the Mayor

<sup>6</sup> Appointed by the San Francisco Museum and Historical Society

<sup>7</sup> Appointed by the San Francisco Museum and Historical Society

<sup>8</sup> Appointed by the Mayor

<sup>9</sup> Appointed by the Board of Supervisors

<sup>10</sup> Appointed by the Board of Supervisors

<sup>11</sup> Appointed by the Fine Arts Museums of San Francisco

San Francisco Museum and Historical Society  
Advisory Committee  
2004 Annual Report  
March 24, 2005

The Advisory Committee is staffed by the Fine Arts Museums of San Francisco (FAMSF). The following serve as staff to the Advisory Committee:

- James Lazarus, Executive Director, San Francisco Museum and Historical Society
- Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco
- Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

The purposes and responsibilities of the Advisory Committee are:

- The management of the City history collections of the San Francisco Museum and Historical Society, the Fine Arts Museums of San Francisco, the San Francisco Public Library and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- The type of relationship between the City and the Society that would best serve to ensure the continuing existence, financial stability and success of the San Francisco Museum and Historical Society;
- Sources of potential financial support for the Society;
- The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- The potential merger of the City's historical collections with the Society's Collection; and
- Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## **II. 2004 SFMHS Advisory Committee Meetings**

- During 2004, the SFMHS Advisory Committee held six meetings on January 28, March 24, May 20, July 27, October 6, and December 15.
- Three working committees of the SFMHS Advisory Committee appointed by the Chair in February 2003 held several meetings in 2004: a) the Working Committee on Collections and Programming chaired by Susan Goldstein met once;

and b) the Working Committee on Governance and Public Financing chaired by Ira Michael Heyman met twice. The Working Committee on Development and Private Financing chaired by Diane Wilsey will convene in early 2005.

### **III. SFMHS Advisory Committee Deliberations / Actions**

- Various public/private partnership structural models were explored to determine the optimum relationship between the City and the SFMHS that would best serve to ensure the continuing existence, financial stability and success of the SFMHS and a San Francisco history museum at the Old Mint. These discussions were particularly timely in view of: a) the legislation creating the SFMHS Advisory Committee, which states that "the operation of the Committee shall expire on June 1, 2005, unless otherwise amended by the Board of Supervisors"; and b) the negotiation of the terms of the disposition and development agreement and long-term lease between the SFMHS and the City, which would permit the SFMHS to develop and operate space in the Old Mint as a San Francisco history museum and visitor center. The City's Department of Real Estate would be responsible for overseeing the development and operation of the Old Mint and administering the terms of the disposition and development agreement and long-term lease. At its meeting on March 24, 2005, the SFMHS Advisory Committee voted to recommend to the Board of Supervisors that the term of the SFMHS Advisory Committee be extended for an additional year beyond its June 1, 2005 expiration date.
- Status reports on the revised conceptual plans for the Museum of San Francisco History Museum at the Old Mint Project were received on an ongoing basis.
- Clive Jones of Knowledge Based Consulting Group presented an Economic Analysis of the Old Mint Project at the July 27, 2004 meeting of the Advisory Committee.
- Financial reports on the SFMHS operating budget and the status of the fund-raising for the Old Mint / San Francisco history museum project were routinely presented.
- The governance and operations of the SFMHS were regularly discussed including SFMHS programs and exhibitions.
- Susan Goldstein, Vice Chair of the SFMHS Advisory Committee, organized a site tour of the Oakland Museum of California on October 29<sup>th</sup>. Sixteen members of either the SFMHS Advisory Committee or the SFMHS Old Mint Advisory Committee toured the conservation and behind-the-scenes facilities. The tour was instructive and emphasized the resources and support facilities required to appropriately manage a history collection.

#### **IV. Accomplishments in Creating a Museum of San Francisco History at the Old Mint**

The tasks necessary for creating the Museum of San Francisco History are demanding and complex. We indicated last year that while progress had been made in reorganizing the Board and Committees further attention was necessary to assure success. At the time of this writing salutary steps have been taken to reorganize the directorate of the SFMHS. The Advisory Committee believes that these changes will lead to more efficient coordination of the three crucial museum-related activities presently occurring: (A) Restoration of the Old Mint and its preparation for museum use; (B) Planning the museum program; and (C) Private fund raising. We turn to these matters now.

##### **A. The Old Mint Building**

- Progress has continued on the design of the project as funds have become available to compensate the architects and designers.
- The Environmental Impact Negative Declaration Report for the Old Mint project, completed and published in late 2004, requires certification by the Board of Supervisors. Compliance with the California Environmental Quality Act (CEQA) is addressed in the report. CEQA compliance is an important element of the Proposition 40 grant funding and to the completion of the development and disposition agreement under negotiation with the City.
- Conceptual drawings were previously completed and approved by the State Office of Historic Preservation.
- The major design issue remaining is the plan for the Mint courtyard. This has been quite contested and three options will be presented to the SFMHS in late February or early March for final decision then.
- Immediately thereafter the architects will prepare schematic drawings and SFMHS will seek final approval of its plans by the State Office of Historic Preservation.
- If all goes well, including necessary financing, working drawings will be prepared during the coming summer.
- The Exclusive Negotiating Agreement (ENA) for the Old Mint, executed on July 9, 2003 by the SFMHS and the City of San Francisco, has expired. Board of Supervisors' legislation is pending to extend the ENA to May 9, 2005. It is anticipated that negotiations for the disposition and development agreement and the term sheet for the final lease will be submitted to the Board of Supervisors for approval at that time.

B. Fund Raising

- During 2004 the SFMHS, with the aid of a consultant, developed preliminary capital campaign materials relating to a \$55 million capital campaign, including public and private contributions. Approximately \$4 million in cash and pledges from private and public sources were received or committed as of November 30, 2004. Personal contributions and foundation support totaled \$658,720. Public funding commitments of \$3,325,000 related to the transfer of air rights and public art associated with the Fifth and Mission hotel project, and Housing and Urban Development and other Federal appropriations sponsored by House Democratic Leader Nancy Pelosi, and Senators Dianne Feinstein and Barbara Boxer.
- In addition, the Museum Project was awarded \$2.88 million in Proposition 40 funds by the State Historical and Cultural Endowment Panel in December 2004. This additional funding requires matching funds and is providing a stimulus for additional organized fund raising. If this is successful, the total increase due to Proposition 40 funds will be \$5.76 million and the fund raising total will be \$9.75 million.
- A Capital Campaign Honorary Committee was appointed consisting of the following individuals: Diane B. Wilsey, Chairperson; Judy Avery; Nancy and Joachim Bechtel; Dale Carlson and Meagan Levitan; Annemarie Conroy and Bart Lally; Nancy Cooper; Mr. and Mrs. Charles Crocker; Emilio Cruz; Oz Erickson; George Flaherty; United States Senator Dianne Feinstein; Robert and Chandra Friese; Anne Halsted and Wells Whitney, Barbara and Ron Kaufman, Bill and Joanna Maher, Mr. and Mrs. Robert Marcus, Lee Muson and Merla Zellerbach; Peter J. Musto; Walter and Ellen Newman; Piero Patri; Marianne Peterson; Charlotte Mailliard Shultz and Honorable George Shultz; and Roselyn Swig.
- The SFMHS and others worked successfully to place a City general obligation bond measure on the November 2, 2004 ballot. San Francisco voters failed to pass Proposition B, a \$60 million neighborhood historical preservation general obligation bond measure, which would have provided \$9 million in funding to the Old Mint seismic project.
- In mid-August 2004, three open houses were held at the Old Mint. Approximately 1,100 visitors toured the Old Mint.
- The September 21, 2004 SFMHS Gala Awards Dinner and Auction sold out with over 300 guests in attendance. Net proceeds for this fund-raising event totaled \$65,000, twice the revenue projected.

- A number of events were held at the Old Mint in 2004 providing a modest source of revenue and exposure to the Old Mint building and the proposed San Francisco history museum.

C. Museum Programming

- Consultant Robert Macdonald, Emeritus Director of the History Museum of New York, provided programmatic direction to the planning of the San Francisco Museum at the Old Mint project working closely with the architects and museum designer. His proposed Case Statement, *The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century*, was presented to the SFMHS Advisory Committee at its meeting on May 20, 2004. The SFMHS Board of Directors is expected to adopt a Case Statement in early 2005. It will undoubtedly coincide with the conclusion reached by the SFMHS Advisory Committee in 2003 that a narrative, interpretive, experiential history museum model should be explored in the absence of a strong, core San Francisco history collection.
- A Collections Development Policy was drafted, which will be refined and finalized with the assistance of Consultant Robert Macdonald. The draft Policy confirms that the SFMHS will be a collecting institution, but will not compete with other collecting institutions. It is noted that the SFMHS Advisory Committee in 2003 concluded that additional acquisitions would be necessary to support an exhibition program in the Old Mint based primarily on collections. However, donations and loans of objects and works on paper are possibilities, and some of the objects in the collections could be useful in thematic or narrative-based exhibitions. The Committee further emphasized the need to provide a secure, watertight, and temperature-controlled storage environment for collections.
- The project to catalogue and inventory the FAMSF and SFMHS San Francisco history collections was completed. Over 350 archival collections and individual objects in the SFMHS history collection, involving over 200 digital images, were catalogued and inventoried. Approximately 1,550 FAMSF San Francisco history objects were barcoded, measured, photographed, labeled and tagged, and data records were generated for each object. The FAMSF and SFMHS inventories are compatible.
- The SFMHS exhibition, *Amusing America*, organized by Ink Mendelsohn opened on August 5, 2004 at Pier 45 in space shared with the Musée Mecanique.



## **V. Concerns Moving Forward**

- There is need for additional operating funds to begin hiring professional museum staff. At the time of this writing, the SFMHS Board of Directors is considering the extension of the contract with consultant Robert Macdonald, who, as indicated above, is an experienced museum professional with extensive experience as a director of a municipal history museum. His proposed Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century, has helped to articulate for the designer and the Board how the museum might present the history of San Francisco in the Old Mint. The Case Statement defines the vision and mission of The Museum of The City of San Francisco as a center for education and related programming. The basic approach to exhibitions will rely on thematic, narrative, experiential presentations of material. The SFMHS Board of Directors needs to expeditiously act to approve a Case Statement, followed by the timely adoption of appropriate collection policies, including collection management guidelines; reach decisions regarding the extent, potential location, and adequacy of necessary storage facilities; respond to questions concerning permanent and temporary exhibitions; develop means for assuring inclusion of the stories of the multiple groups that reside in San Francisco; and identify the eventual staffing needs for the museum. The development of the Case Statement is a major step forward, but hiring a permanent director whose full-time attention could be focused on implementing the Case Statement and responding to the above and like matters would be more ideal.
- Continued attention must be focused on community outreach and creating a more diverse Board and committees.
- Further elaboration of the means to carry out the capital campaign will be required to assure its success.

## **VI. Future Considerations**

- Ongoing review of the financial capability of the SFMHS organization to raise from private and public sources \$55 million for the Old Mint/San Francisco history museum project including: a) legislation authorizing the striking of a commemorative coin to be issued by the United States Mint in 2006, introduced by Senators Feinstein and Boxer; b) additional Federal appropriations through Congressional earmarks; c) various grants from corporations and foundations, which have been received or are pending; d) progress on the capital campaign; e) application for additional Proposition 40 funding in the next two grant cycles; and f) a possible 2006 City general obligation seismic bond measure to coincide with the 100<sup>th</sup> anniversary of the 1906 San Francisco earthquake.

San Francisco Museum and Historical Society  
Advisory Committee  
2004 Annual Report  
March 24, 2005

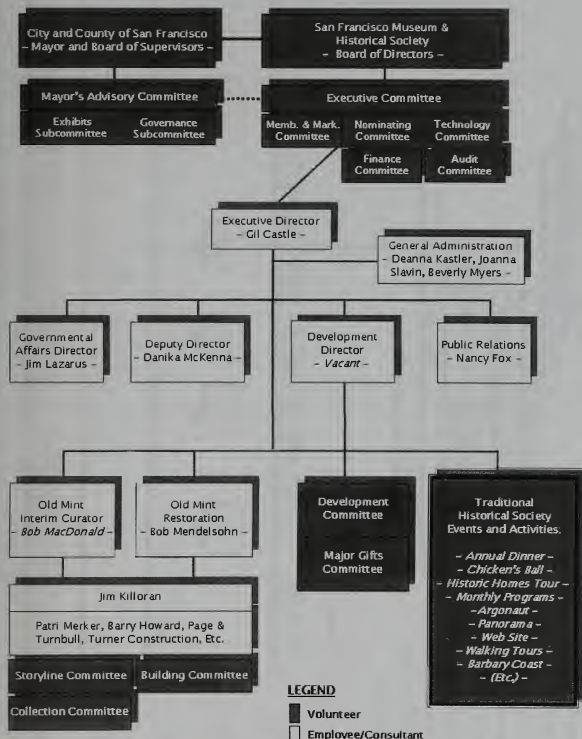
- Ongoing review of the development of the Old Mint/San Francisco history museum project including project costs, the disposition and development agreement, the sixty-six year ground lease, the securing of City permits, and final building design elements.
- Further deliberation of the future storage and conservation needs of the SFMHS history collection, including a commitment from the City to continue the storage facility arrangement on Treasure Island (lease extended to January 2006). Under consideration is the feasibility of a joint storage initiative among local history-related organizations to utilize the Interim de Young Museum state-of-the art storage facility. The facility will be vacated in preparation for opening of the New de Young Museum on October 15, 2005. The sublease with the San Francisco Airport for the Interim de Young space expires on December 31, 2005.
- Further development of means for assuring the ongoing dialogue between this Advisory Committee and the SFMHS Old Mint Advisory Committee.

Respectfully submitted,

  
Ira Michael Heyman  
Chair

cc Board of Directors, San Francisco Museum and Historical Society  
Board of Trustees, Fine Arts Museums of San Francisco

# SFMHS Organization Chart (May 2005)





THE BUILDING

City Approval of Transaction	Final Design & Contractor Selection	Foundational, Seismic, Structural & Exterior Reconstruction	Interior Construction	Move In	Normal, Ongoing Facilities Management
------------------------------	-------------------------------------	---	-----------------------	---------	---------------------------------------

THE CONTENTS

Final Storyline, Exhibitions Plan, & Overall Marketing Strategy	Exhibition Details, Solicitation of Artifacts, Library/ Research Facilities Plan, Adult and Student Educational Programs, Coordination with Numismatic Association & Other Partners	Installation of Exhibitions, Interpretive Materials, Library, Docents, Etc.	Normal, Ongoing Exhibition & Education Operations
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PERSONNEL

SFM&HS Employees & Consultants	Conversion of Consultants To Employees & Recruitment of Intensive Ramping Up To Museum Staff of 30+ FTEs	Normal, Ongoing Administration
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KEY EVENTS



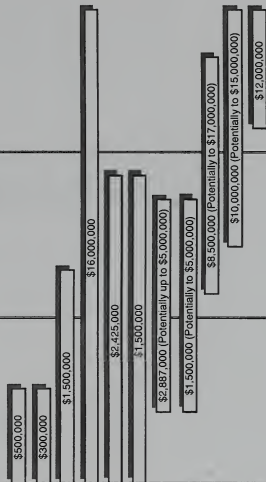
USES OF FUNDS

- Incremental Costs
- Cumulative Costs

\$500,000	\$1,000,000	\$6,000,000	\$12,000,000	\$15,000,000	\$17,000,000	\$5,500,000	(See Olive Jones Pro Forma)
\$1,500,000	\$4,500,000	\$10,500,000	\$22,500,000	\$37,500,000	\$49,500,000	\$55,000,000	

SOURCES OF FUNDS (\$56,887,000 to \$76,000,000 )

- HUD (Pledged)
- America's Treasures (Pledged)
- Grants (Received, Pledged, & Pending)
- SFM&HS Capital Campaign (Pledged & Pending)
- Continental Hotel (Received & Pledged)
- Bridge Loans (Received & Pledged)
- Prop 40 (\$2.9 million Pledged, Rest Pending)
- New Market Tax Credits (Pending)
- Commemorative Coin (Pending)
- Preservation Tax Credits (Pending)
- Commercial Loan (Pending)





# San Francisco Museum and Historical Society Advisory Committee

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**April 28, 2005**

The April 28, 2005 meeting has been cancelled.

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**OFFICIAL MEETING NOTICE**

*San Francisco Museum and Historical Society*  
**San Francisco Museum and Historical Society  
Advisory Committee**

**DOCUMENTS DEPT.**

**Wednesday, June 1, 2005  
9:00 a.m.**

**MAY 27 2005**

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**Fine Arts Museums of San Francisco  
233 Post Street, 6<sup>th</sup> Floor Conference Room  
San Francisco, CA**

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**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. Calling of the Roll**

Philip Choy  
Charles Crocker  
Jerome L. Dodson  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

There will be an opportunity for public comment before or during each agenda item.

### **III. Report of the Chair – Ira Michael Heyman**

- |    |   |                   |
|----|---|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the March 24, 2005 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)                             | <b>Action</b>     |
| B. | Report on the Status of the Ordinance Amendment Extending the Term of the SFMHS Advisory Committee for an Additional Year Beyond Its June 1, 2005 Expiration Date   | <b>Discussion</b> |
| C. | Report on the One-Year Reappointments of Members to the SFMHS Advisory Committee Effective June 1, 2005   | <b>Discussion</b> |
|    | 1. Mayor of San Francisco: Charles Fracchia, Ira Michael Heyman, and Dr. Raye Richardson  |                   |
|    | 2. Board of Supervisors: Philip Choy, Charles Striplen, and Susan Stryker   |                   |
|    | 3. FAMSF Board of Trustees: Charles Crocker and Diane B. Wilsey   |                   |
|    | 4. SFMHS Board of Directors: Jerry Dodson and Ink Mendelsohn  |                   |
|    | 5. San Francisco Public Library: Susan Goldstein  |                   |
| D. | Report on Staff Support for the SFMHS Advisory Committee and the Scheduling of Future Meetings at The Old Mint or City Hall<br>(See Appendix B – April 21, 2005 E-mail from Harry S. Parker III to Gilbert H. Castle III) | <b>Discussion</b> |
| E. | Other Informational Items   | <b>Discussion</b> |

### **IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the Nominating Guidelines for the Recruitment of SFMHS Board Members (See Appendix C) | <b>Discussion</b> |
| B. | Report on the SFMHS Capital Campaign Plan   | <b>Discussion</b> |
| C. | Other Informational Items   | <b>Discussion</b> |

**V. Report of the Executive Director – Gilbert H. Castle, III**

- |    |  |            |
|----|--|------------|
| A. | Report on the Status of Consultant Robert Macdonald, the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century, and the Draft Collections Development Policy | Discussion |
| B. | Report on the Recruitment of a Development Director and Other Staff Changes  | Discussion |
| C. | Report on the Re-Design of the Crystal Courtyard of the San Francisco Museum of History at The Old Mint and the Environmental Impact Report Negative Declaration   | Discussion |
| D. | Report on New Market Tax Credits – Bob Mendelsohn  | Discussion |
| E. | Report on Current and Projected Cash Flow  | Discussion |
| F. | Report on Current and Future Exhibitions   | Discussion |
| 1. | Report on the <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn  | Discussion |
| 2. | City Hall Exhibitions  | Discussion |
| G. | Other Informational Items  | Discussion |

**VI. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- |    |   |            |
|----|---|------------|
| A. | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 | Discussion |
| 1. | Report on the SFMHS Discussions Regarding the Interim de Young Art Storage Facility in South San Francisco  | Discussion |
| B. | Other Informational Items   | Discussion |

**VII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

- |       |  |                   |
|-------|--|-------------------|
| VIII. | Next Meeting of the San Francisco Museum and Historical Society Advisory Committee to be Held in August 2005 at The Old Mint | <b>Discussion</b> |
| IX.   | Adjournment – Ira Michael Heyman, Chair  | <b>Action</b>     |

Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to 233 Post Street by BART, get off at the Montgomery Street Station. MUNI's wheelchair-accessible No. 38 line may also be taken to Geary and Stockton Streets, as well as wheelchair-accessible No. 2 line (east bound), which stops close to 233 Post Street. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking space (disabled-designated) is available at the Stockton-Sutter Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Adele Destro, Interim Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [soft@sfgov.org](mailto:soft@sfgov.org)

A free copy of the Sunshine Ordinance can be obtained from Ms. Destro, or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, <http://www.sfgov.org/sunshine/>

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at 233 Post Street, 6<sup>th</sup> Floor, San Francisco, CA, 94108. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (SF Campaign & Governmental Conduct Code § 2.100) to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sfgov.org/ethics](http://sfgov.org/ethics).



---

**From:** Harry Parker  
**Sent:** Thursday, April 21, 2005 2:29 PM  
**To:** 'gil\_castle@yahoo.com'  
**Cc:** 'mheyman@law.berkeley.edu'  
**Subject:** Staff Support for the SFMHS Advisory Committee

Dear Gil:

Several months ago, I sent an e-mail message to Jim Lazarus concerning staff support for the SFMHS Advisory Committee. As you know, the Fine Arts Museums has filled this role since the Advisory Committee's inception 2 ½ years ago. As you can imagine, the preparation required to open the New de Young Museum is significant, and will be most intense from June 1<sup>st</sup> through the October 15<sup>th</sup> opening until the end of the year.

In view of the Advisory Committee's decision to recommend to the Board of Supervisors that its term be extended for an additional year, it seems appropriate to revisit this matter at this time. I would like to propose a joint effort between our two organizations to staff the Advisory Committee next year. Judy Gough would continue to be the main contact point for Mike Heyman, Jerry Dodson, you, and me, draft agendas, post meeting agendas and minutes on the City's website, and prepare the minutes. Do you think it would be possible for you to identify a SFMHS staff person to assist with routine clerical responsibilities working closely with Judy? Duties would include:

- confirming meeting dates and attendance of Committee members (via e-mail and telephone)
- finalizing agendas and mailing of meeting packets
- distributing mailings to committee members as necessary
- assisting with special projects as necessary (for instance, researching addresses/phone numbers for guests invited to the March 31<sup>st</sup> fund-raiser hosted by Dianne Feinstein and Diane Wilsey (later postponed), organizing future symposia, etc.)
- room and coffee set-up for meetings

Also, could we consider holding future meetings at the Old Mint? Our administrative offices are scheduled to move to the New de Young in Golden Gate Park at the end of June. It seems like a good idea and time to make this change.

Please let me know your thoughts regarding the above. Thanks for your consideration.

Regards,

Harry  
 750-3661





## **SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY**

### **Nominating Committee Policy Statement**

The Nominating Committee of the San Francisco Museum and Historical Society will serve as a Board development committee. It will seek to identify, interview, review, and finally recommend new members to the full Board of Directors. In addition, the Committee should review the strengths and skills of current Board members. The Nominating Committee will also have the responsibility of nominating the Society's officers.

Rather than operating under fixed rules, the Committee must be aware of and must adhere to certain guidelines. For example, diversity should figure prominently among the criteria for Board membership. There are myriad considerations: race, gender, occupation, talents, resources, political acumen, and community involvement. We need a strong working Board, all the members of which can donate, time, money, energy and ideas. The Committee will meet regularly, but will be available at all times to receive recommendations from the Board.

As each prospective Board member will bring different strengths to the Society, a rigid list of qualifications would be limiting and counter-productive. All Board members are expected to support the Society generously, including Society events and the Capital Campaign.

However, no minimum contribution should be stipulated. All Board members must contribute to the Society in many ways in addition to direct financial support. The Committee must ascertain from candidates for Board membership their interests and areas of expertise to determine how the new director would complement and enhance the Board. Candidates should understand that members of the Board are expected to attend meetings of the Board, and of the committees to which they have been assigned, as often as possible and to communicate their regrets when not possible.

A candidate for Board membership should be interviewed by several members of the Nominating Committee and by the President of the Society. Board members with a special interest in or knowledge of a candidate should be invited to participate in the process. The Nominating Committee will conduct its own vote on a prospective member, after which, if affirmative, the candidate will be brought forward to the full Board for approval.

Edith L. Piness, Chair  
Bruce Burch  
Mike Fleming  
Arthur Mejia  
Robert Varni  
Christina Waldeck



= Fine Arts Museums

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

= Minutes

**June 1, 2005**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Thursday, June 1, 2005, in the 6th Floor Conference Room of the Administrative Offices of the Fine Arts Museums of San Francisco, 233 Post Street, San Francisco. The meeting was called to order at 9:10 a.m. by Ira Michael Heyman, Chair. Chair Heyman presided; Judy Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Jerome L. Dodson  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Dr. Raye Richardson  
Diane B. Wilsey

Excused:

Philip Choy  
Charles Crocker  
Charles Fracchia  
Charles Striplen  
Susan Stryker

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Staff Present:

Gilbert H. Castle, III, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

Also Present:

Bob Mendelsohn, Old Mint Restoration

### III. Report of the Chair – Ira Michael Heyman

- A. Consideration and Possible Action to Approve the Minutes of the March 24, 2005 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the March 24, 2005 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

- B. Report on the Status of the Ordinance Amendment Extending the Term of the SFMHS Advisory Committee for an Additional Year Beyond Its June 1, 2005 Expiration Date

On May 17, 2005, the Board of Supervisors passed an Ordinance amending Section 2A.166 of the San Francisco Administrative Code extending the operations of the San Francisco Museum and Historical Society Advisory Committee for one year, until June 1, 2006.

- C. Report on the One-Year Reappointments of Members to the SFMHS Advisory Committee Effective June 1, 2005

The reappointments of SFMHS Advisory Committee members listed below for an additional one year term were confirmed for the representatives of the SFMHS Board of Directors, the FAMSF Board of Trustees, and the San Francisco Public Library. The reappointments made by the Mayor and Board of Supervisors will be confirmed at the next meeting.

1. Mayor of San Francisco: Charles Fracchia, Ira Michael Heyman, and Dr. Raye Richardson
  2. Board of Supervisors: Philip Choy, Charles Striplen, and Susan Stryker
  3. FAMSF Board of Trustees: Charles Crocker and Diane B. Wilsey
  4. SFMHS Board of Directors: Jerry Dodson and Ink Mendelsohn
  5. San Francisco Public Library: Susan Goldstein
- D. Report on Staff Support for the SFMHS Advisory Committee and the Scheduling of Future Meetings at The Old Mint or City Hall

The Committee reviewed an e-mail message from Harry Parker, FAMSF Director, to Gilbert Castle, SFMHS Executive Director, regarding staff support for the

SFMHS Advisory Committee for the next year. It was noted that FAMSF has provided staff support for the Advisory Committee since its inception two and one-half years ago. The preparation required to open the new de Young is significant and will be most intense from June 1<sup>st</sup> through the October 15<sup>th</sup> opening until the end of 2005. A joint effort between FAMSF and SFMHS has been proposed to staff the Advisory Committee next year. Judy Gough will continue as the main contact point for the Committee, draft agendas and minutes, and post these documents on the City's website. Mr. Castle advised that an SFMHS staff member will be identified to assist with the clerical responsibilities.

In view of the impending move of the FAMSF administrative offices from its Post Street location to the de Young in Golden Gate Park, future Advisory Committee meetings will be held in the SFMHS administrative offices at the Old Mint.

Ms. Mendelsohn wished the record to reflect sincere appreciation to Mr. Parker for his support of the Old Mint project and his invaluable advice during the past two and one-half years. She recalled her conversation three years ago with then Supervisor Aaron Peskin, who indicated that Harry Parker's involvement with the Advisory Committee and participation with the Old Mint project would be critical to its success.

#### **IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

##### **A. Report on the Nominating Guidelines for the Recruitment of SFMHS Board Members**

Mr. Dodson presented the Nominating Guidelines for the recruitment of SFMHS Board members. The Guidelines emphasize two particularly important criteria, Board diversity and the ability to assist with the fund-raising campaign. Potential candidates meet with the Nominating Committee and separately with the SFMHS President. The SFMHS Board of Directors will vote to elect new Directors at its September 2005 meeting. The SFMHS Bylaws stipulate a minimum of 17 directors and no more than 29.

##### **B. Report on the SFMHS Capital Campaign Plan**

The SFMHS Board of Directors has pledged approximately \$450,000 in support of the Old Mint project. Mr. Dodson advised that a \$1 million goal for the Board of Directors has been set. Mrs. Wilsey and Mr. Dodson will meet to discuss fund-raising strategies.

C. Other Informational Items

1. Meeting with Mayor Gavin Newsom

Mr. Dodson reported that a poll of San Francisco voters was conducted at the suggestion of Aaron Peskin, President of the Board of Supervisors, to determine the feasibility of a future bond measure in support of the San Francisco history museum at the Old Mint. Fifty-five percent of those polled responded favorably to a \$10 million seismic bond measure for the Old Mint and a \$40 million bond measure to cover hard construction costs. Supervisor Peskin previously indicated that he would be inclined to support an Old Mint bond measure if the poll of San Francisco voters, knowing the increase to their property taxes, demonstrated 70% support. The SFMHS has concluded that a 2005 bond measure is not advisable.

In a recent meeting with Mayor Gavin Newsom, the Mayor discussed a seismic bond measure in June or November 2006 for all major San Francisco buildings, including the Old Mint at perhaps \$10-12 million. This would coincide with the centennial of the 1906 San Francisco earthquake. Mrs. Wilsey cautioned that it might be difficult to achieve the 66.66% yes vote required for passage if the proposed bond measure was too large in scope. Mr. Castle noted that the Mayor indicated that a seismic bond issue including the Old Mint might be possible if a University of California at San Francisco (UCSF) bond measure is not necessary in 2006.

The Mayor is planning to attend the September 29<sup>th</sup> ground breaking event at the Old Mint. Following a ribbon cutting ceremony in the late afternoon, a buffet dinner will be served, followed by music and dancing. This event will replace the annual fund-raiser usually held in September. The Mayor will also attend the April 6, 2006 fund-raiser at the Palace Hotel, a major event commemorating the San Francisco earthquake. Mr. Dodson urged the Advisory Committee to attend these events as well. The Mayor will tour the Old Mint before the ground breaking event and has agreed to assist in efforts to acquire State and Federal funding.

2. Federal Transportation Funds

The San Francisco Convention and Visitors Bureau (SFCVB) does not have funding to cover the cost of its \$4 million pro rata share of the Old Mint project. The presence of the SFCVB at the Old Mint is expected to generate visitors to the San Francisco history museum and is important to the museum's economic viability. It may be possible to acquire Federal transportation funds to assist the SFCVB in meeting its financial obligation to the Old Mint project. The SFCVB qualifies for the transportation funds as tourists will need to travel to and from San Francisco to reach the SFCVB.

### 3. The Museum of the City of New York

Mr. Dodson reported on his recent visit to The Museum of the City of New York (The Museum). The visit was inspirational and a source of ideas and considerations as planning for the San Francisco history museum moves forward. The Museum occupies an impressive building built in 1932 opposite Central Park at 5<sup>th</sup> Avenue and 103<sup>rd</sup> Street. There were approximately 40-50 visitors to The Museum on the Saturday afternoon of Mr. Dodson's visit..

The Museum featured the following exhibitions:

- *El Barrio* – Explores East Harlem as an incubator of New York Puerto Rican identity.
- *Tolerance and Identity* – An exploration of North America's oldest Jewish community. Tells a New York story of immigration, diversity, and opportunity.
- *Glamour, New York Style* – Glamorous costumes, people and locations for over 200 years of New York history.
- *New York Interiors* – Domestic environments, including several rooms from the residence of John D. Rockefeller, Sr.
- *Perform* – The history of theater in New York.
- *Trade* – A look at the role of commerce through the history of New York's port.
- *The Gatehouse* – The first in a series on innovative new architecture in the city. The exhibit tells the story of an abandoned pumping station, which will be given renewed purpose as a theater.

Mr. Dodson noted that some of the exhibitions were more effective than others. The stronger exhibitions effectively combined historical content, text, multimedia, and artifacts on a subject matter of substance. Artifacts, many on loan to The Museum, were an essential component to the exhibitions. The availability of artifacts for San Francisco history museum exhibitions is an important matter for the SFMHS Board of Directors to address.

Mr. Parker commended Mr. Dodson for his enthusiastic account of the potential for a history museum. He advised that a history museum has to be substantive and include depth of documentation, critical historical analysis, and materials/artifacts. The concept of a core story or theme is attractive, but a history museum entails much more. It has to tell many different stories through rotating exhibitions and the use of different media. A professional director, curator, and conservator, as well as a collections

policy and grant funding to collect information on the case statement, will add substance to the San Francisco history museum concept. Ms. Mendelsohn stated that the San Francisco history museum will need to balance the core story with special, rotating exhibitions. Ms. Goldstein suggested that a children's learning center be considered as part of the San Francisco history museum program. Chair Heyman noted that costume rooms where children can dress in replicas of historic costumes are particularly popular. Dr. Richardson suggested that the SFMHS consider selecting an icon representative of the San Francisco history museum, which will become its signature among museums nationally and internationally. The Old Mint itself was proposed as the icon for consideration.

Chair Heyman advised that 98% of the artifacts, including California holdings, at the Smithsonian Institution are in storage, and its policy of long-term loans is firmly established. Once the SFMHS has retained professional staff and the support spaces for conservation labs and storage have been addressed, Chair Heyman offered to assist the SFMHS in borrowing artifacts from the Smithsonian Institution on a long-term basis. A showing of artifacts that are compelling and dramatic will be essential to the San Francisco history museum.

#### **V. Report of the Executive Director – Gilbert H. Castle, III**

##### **A. Report on the Status of Consultant Robert Macdonald, the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century, and the Draft Collections Development Policy**

Mr. Castle advised that a contract with consultant Robert Macdonald has been executed, and he will be on site one week a month. In fact, Mr. Macdonald will be in San Francisco next week and will focus on developing an open and equitable process for the public to voice their opinions on the story line and exhibitions of the San Francisco history museum. The public process will include town hall meetings and focus groups. Input from Chair Heyman, Mrs. Wilsey, Mr. Parker, and Ms. Goldstein will be particularly helpful to this effort. A six to twelve month public process is anticipated. Mr. Castle expressed the need to compress this time frame as close to six months as possible prior to the hiring of a permanent curator by the end of this year.

After authorizing the San Francisco history museum at the Old Mint, the single, most important decision of the SFMHS Board of Directors is to determine the content of the museum. The Board must also adopt a collections policy with full understanding of the ancillary departments and storage needs required to support various collections, for example, a costume collection. Costumes have specific conservation and storage requirements; costume as historical artifacts can provide an effective means of conveying something much broader and larger. Consultant Macdonald will be helpful in shaping a collections policy, which will address the availability of artifacts for exhibitions, through loan or otherwise.



B. Report on the Recruitment of a Development Director and Other Staff Changes

A strong candidate for the Development Director position has surfaced. Mr. Parker agreed to interview the candidate. It would be ideal to have the position filled by July 1<sup>st</sup>.

C. Report on the Re-Design of the Crystal Courtyard of the San Francisco Museum of History at The Old Mint and the Environmental Impact Report Negative Declaration

An appeal challenging the environmental impact report negative declaration was filed by a historic preservationist. The appeal states that the action would be dropped if certain concerns regarding the Crystal Court and a slightly higher glass roof were adequately addressed. The project description was re-drafted by the San Francisco Planning Department and took longer than expected. The redrafted project description was released by the Planning Department last week. It is anticipated that the concerns of the historic preservationist have been addressed and that the appeal will be withdrawn. Mr. Mendelsohn noted that compliance with the California Environmental Quality Act (CEQA) is covered in the negative declaration and is an important element to the granting of the Proposition 40 funds.

D. Report on New Market Tax Credits – Bob Mendelsohn

At Mr. Castle's request, Mr. Mendelsohn discussed a recent development regarding new market tax credits. Because the Old Mint is located in an economically depressed census district, the project is eligible for funds through a federal program, which provides tax credits for investors in economically depressed areas. The new market tax credits are important to the financing of the project and are projected to total between \$10 and \$15 million. These new market tax credits along with the \$10 million in historic preservation tax credits are expected to finance between 30% and 40% of the total cost of the project. The release of \$1.5 million in new market tax credits is imminent and will be an important component of the \$2.88 million in Proposition 40 matching funds.

E.. Report on Current and Projected Cash Flow

Mr. Castle reviewed the appended SFMHS Old Mint Project Financial Summary for the period 2003-2004 projected through 2007 and annually thereafter. Revenue is identified by source and amount of funding by year. Expenses for 2003-2004 are identified and will be projected for years 2005 on once SFMHS is more fully operational. Presently, efforts are devoted to matching the \$2,887,000 in Proposition 40 funds, which needs to be deposited in an escrow account by the end of June 2005. The possibility of expending the matching funds once the escrow account is established and the matching funds have been deposited is under discussion with Susan Hildreth, Chair of the State Historical and Cultural Endowment Panel.

The matching funds include \$1,000,000 from the Nonprofit Finance Fund (bridge loan pledged against the \$2.2 million in Intercontinental Hotel fees), \$1,500,000 in New Market Tax Credits, and a \$295,000 award from Saving America's Treasures. Mr. Lazarus is developing new language to include soft and hard project costs related to the \$500,000 Housing and Urban Development (HUD) appropriations. It is anticipated that the funds from Saving America's Treasures and the federal government (HUD awards) may be received in the next thirty days. Also, a \$50,000 grant was recently received from the Mary Crocker Trust. In theory, \$2.88 million in matching funds has been identified, but have not yet deposited in the escrow account.

The \$2.88 million in Proposition 40 funds and matching funds of the same amount total \$5.6 million in funding, some of which will be used to pay back the Nonprofit Finance Fund (bridge loan) over time. These funds will enable the project to proceed through the schematics and design phase.

Mr. Mendelsohn provided a report on the status of the Old Mint coin legislation. The Old Mint coin proposed for 2006 is competing with a coin commemorating the centennial celebrating Theodore Roosevelt's receipt of the Nobel Prize. The numismatic association is working diligently through its membership to contact congressional representatives to secure the required number of votes in the House and Senate. House Democratic Leader Nancy Pelosi is committed to sponsoring the coin legislation.

Mr. Castle introduced Danika McKenna, SFMHS Deputy Executive Director, who has been responsible for the preparation of grant applications and proposals.

#### F. Report on Current and Future Exhibitions

##### 1. Report on the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Mr. Castle advised that there is some uncertainty as to the availability of space at Pier 45 after July 2006. The *Amusing America* exhibition and Musée Mecanique occupy space at Pier 45. The *Amusing America* video recently won a videographer award of excellence. There were 100 entries to this competition. In September, the video will be screened in Los Angeles at the International Video and Film Festival of New York.

##### 2. City Hall Exhibitions in the South Light Court

An archeological resources exhibit was recently installed by Archeotect, a Bay Area Firm that investigates archeological sites. At Mr. Castle's request, Ms. McKenna discussed future exhibitions in the South Light Court at City Hall, which will include a display tracking the development of the Old Mint project and will coincide with the Old Mint groundbreaking event in September 2005. A Barbary Coast Trail exhibit is also under consideration. An earthquake centennial exhibition is planned for next

spring. A graduate intern from the Museum Studies Department at San Francisco State University will assist with these exhibitions. Chair Heyman urged the installation of compelling exhibitions as they represent, at some level, future exhibits of the San Francisco history museum at the Old Mint. Mr. Parker suggested that grant funding of the earthquake centennial exhibition should be pursued.

## **VI. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

A. Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005

### **1. Report on the SFMHS Discussions Regarding the Interim de Young Art Storage Facility in South San Francisco**

Mr. Parker advised that the building housing the de Young Art Storage facility has been sold and is now owned by a San Francisco real estate developer. Although Mr. Parker has had no conversations with the new owner, he stated that the new owners are more likely to be amenable to a long-term San Francisco-based use. The Fine Arts Museums' lease expires on December 31, 2005, and the Museums do not have a use for the space that would rationalize spending \$35,000 a month to maintain the facility.

The immediate priorities of both the FAMSF and SFMHS make it difficult to consider a joint use effort involving a number of San Francisco history-related organizations. It would be cumbersome to organize, maintain, and sustain. The move of the collections into the new de young is progressing rapidly. Artworks secondary for exhibition purposes and the Museums' San Francisco history collection remain at the South San Francisco facility. The San Francisco history collection totals approximately 3,000 objects, and the opportunity exists to expand the collection if the SFMHS had a collections policy and was ready to acquire, maintain, and manage the collection in accordance with that policy.

Mr. Castle stated that the SFMHS might be in a position to respond to this opportunity in six months, once decisions are made regarding the history museum's story line, content, and financing, and the public process has transpired. Ms. Mendelsohn expressed the need to explore some storage options during the next six months. Ms. Goldstein advised that a parallel process should be considered; the exploration of storage options should occur while the collections policy is being developed. Perhaps several members of the SFMHS Board and Consultant Macdonald should tour the South San Francisco facility and also view a sampling of the FAMSF San Francisco history collection. This collection includes materials that the SFMHS will want to acquire, however, some objects, like paintings, will need to be considered in the context of the collections policy. The timing of a site visit is opportune now for both organizations.

**VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**VIII. Next Meeting of the SFMHS Committee**

The Advisory Committee concurred that the next meeting should be scheduled in September 2005.

**IX. Adjournment – Ira Michael Heyman, Chair**

There being no further business, the meeting was adjourned at 11:15 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

sfmhsac056

**OFFICIAL MEETING NOTICE**

*Final April 18, 2005*  
**San Francisco Museum and Historical Society  
Advisory Committee**

**DOCUMENTS DEPT.**

**SEP 19 2005**

**Wednesday, September 21, 2005  
9:00 a.m.**

**SAN FRANCISCO  
PUBLIC LIBRARY**

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88 Fifth Street Between Mission and Jessie Streets  
(Ring Door Bell at Jessie Street Entrance to Enter Building)  
Main Floor, Last Conference Room on the Left  
San Francisco, CA**

**AGENDA**

**ORDER OF BUSINESS**

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**
- II. Calling of the Roll**

Philip Choy  
Charles Crocker  
Jerome L. Dodson  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

There will be an opportunity for public comment before or during each agenda item.

**III. Report of the Chair – Ira Michael Heyman**

- |    |   |                   |
|----|---|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the June 1, 2005 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes) | <b>Action</b>     |
| B. | Report on the Status of the One-Year Reappointments of Members to the SFMHS Advisory Committee Effective June 1, 2005   | <b>Discussion</b> |
| 1. | Mayor of San Francisco: Charles Fracchia, Ira Michael Heyman, and Dr. Raye Richardson   |                   |
| 2. | Board of Supervisors: Philip Choy, Charles Striplen, and Susan Stryker  |                   |
| C. | Report on Staff Support for the SFMHS Advisory Committee  | <b>Discussion</b> |
| D. | 2005-06 SFMHS Advisory Committee Roster (To Be Distributed At Meeting)  | <b>Discussion</b> |
| E. | Other Informational Items   | <b>Discussion</b> |

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on the SFMHS Capital Campaign Plan  | <b>Discussion</b> |
| B. | Report on the October 7, 2005 San Francisco Museum and Historical Society Groundbreaking Event | <b>Discussion</b> |
| C. | Report on the April 17, 2006 Earthquake Centennial at The Palace Hotel.                        | <b>Discussion</b> |
| D. | Other Informational Items  | <b>Discussion</b> |

**V. Report of the Executive Director – Gilbert H. Castle, III**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on the Status the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century, and the Draft Collections Development Policy | <b>Discussion</b> |
| B. | Report on the Recruitment of a Development Director and Other Staff Changes  | <b>Discussion</b> |
| C. | Report on the Appeal Challenging the Environmental Impact Report Negative Declaration and the Status of the Negative Declaration   | <b>Discussion</b> |

- |    |   |            |
|----|---|------------|
| D. | Report on New Market Tax Credits  | Discussion |
| E. | Report on Current and Projected Cash Flow                                   | Discussion |
| F. | Report on Current and Future Exhibitions                                    | Discussion |
| 1. | Report on the <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn | Discussion |
| 2. | City Hall Exhibitions   | Discussion |
| G. | Other Informational Items   | Discussion |

**VI. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- |    |   |            |
|----|---|------------|
| A. | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 | Discussion |
| 1. | Report on the SFMHS Discussions Regarding the Interim de Young Art Storage Facility in South San Francisco  | Discussion |
| B. | Other Informational Items   | Discussion |

**VII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

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|--------------|--|------------|
| <b>VIII.</b> | Next Meeting of the San Francisco Museum and Historical Society Advisory Committee to be Held in November 2005 at The Old Mint | Discussion |
|--------------|--|------------|

- |            |   |        |
|------------|---|--------|
| <b>IX.</b> | Adjournment – Ira Michael Heyman, Chair | Action |
|------------|---|--------|



Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

For access to The Old Mint, 88 Fifth Street between Mission and Jessie Streets, by BART, get off at the Powell Street BART Station, walk to Fifth Street, and proceed south one block to Jessie Street (before Mission Street). For access by the MUNI Metro Underground, get off at the Powell Street Station, walk to Fifth Street, and proceed south one block to Jessie Street (before Mission Street). MUNI's Wheelchair-accessible F Line can be taken to Fifth Street at Market Street, walk one block down Fifth Street towards Mission Street to Jessie Street. Ring door bell at the Jessie Street entrance to enter the building. For more information about MUNI's accessible services, call (415) 923-6142. Accessible parking spaces (disabled-designated) are available at the Fifth and Mission Street Parking Garage.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Frank Darby, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [sotf@sfgov.org](mailto:sotf@sfgov.org)

A free copy of the Sunshine Ordinance can be obtained from Mr. Darby, or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, <http://www.sfgov.org/sunshine/>

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, de Young, Golden Gate Park, 50 Hagiwara Tea Garden Drive, San Francisco, CA, 94118-4501. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at the de Young, Golden Gate Park, 50 Hagiwara Tea Garden Drive, San Francisco, CA, 94118-4501. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sfgov.org/ethics](http://sfgov.org/ethics).



= Fine Arts Museums

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

= Minutes

**September 21, 2005**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, September 21, 2005, in a conference room of the administrative offices at The Old Mint, 88 Fifth Street, San Francisco. The meeting was called to order at 9:20 a.m. by Ira Michael Heyman, Chair. Chair Heyman presided; Judy Gough acted as Secretary.

**II. Calling of the Roll**

DOCUMENTS DEPT.

Present:

Philip Choy  
Jerome L. Dodson  
Charles Fracchia  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Charles Striplen  
Susan Stryker

NOV 30 2005

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Excused:

Charles Crocker  
Dr. Raye Richardson  
Diane B. Wilsey

Staff Present:

Gilbert H. Castle, III, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

**III. Report of the Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the June 1, 2005 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the June 1, 2005 meeting of the SFMHS Advisory Committee. There was no discussion among

Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes.

B. Report on the Status of the One-Year Reappointments of Members to the SFMHS Advisory Committee Effective June 1, 2005

1. Mayor of San Francisco: Charles Fracchia, Ira Michael Heyman, and Dr. Raye Richardson

James Lazarus, SFMHS Government Relations Consultant, advised that the Mayor has reappointed Charles Fracchia, Ira Michael Heyman, and Dr. Raye Richardson to additional one-year terms on the SFMHS Advisory Committee effective June 1, 2005.

2. Board of Supervisors: Philip Choy, Charles Striplen, and Susan Stryker

Mr. Lazarus reported that the Board of Supervisors has been requested to reappoint Philip Choy, Charles Striplen, and Susan Stryker to additional one-year terms. These three members have received reappointment applications. It is anticipated that the Board of Supervisors will act on these appointments within the month. He noted that members continue to serve until replaced.

C. Report on Staff Support for the SFMHS Advisory Committee

The Fine Arts Museums of San Francisco (FAMSF) has provided staff support for the Advisory Committee since its inception over two and one-half years ago. The preparation required to open the new de Young is significant and will be most intense from June 1<sup>st</sup> through the October 15<sup>th</sup> opening until the end of 2005. A joint effort between FAMSF and SFMHS has been proposed to staff the Advisory Committee next year. Judy Gough will continue as the main contact point for the Committee, drafting agendas and minutes, and posting these documents on the City's website. Mr. Castle anticipates that the SFMHS Board of Directors will approve the operating budget for the period July 1, 2005 through June 30, 2006. Included in the budget is a secretarial position, which would provide staff support to this committee working with Mrs. Gough. Joanna Slavin and Chris Craig will assist in the interim.

D. 2005-06 SFMHS Advisory Committee Roster

The 2005-06 roster of the SFMHS Advisory Committee was distributed.

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

**A. Report on the SFMHS Capital Campaign Plan**

There are three important sources of government funding: 1) historic tax credits and new market tax credits (the Old Mint project qualifies for both); 2) government funds (HUD appropriations have been made in the last two years, but have not yet been released); and 3) the commemorative earthquake coin (which may generate approximately \$6-7 million in funding). Mr. Lazarus advised that a joint four-day campaign with the American Numismatic Association was conducted before Congress recessed for the summer. East Bay representative Ellen Tauscher and a Republican member of the House actively campaigned for the commemorative coin resulting in approximately 262 co-sponsors of the bill before the summer recess. An additional 12 to 15 co-sponsors are expected to come forward in the next several weeks, and the two-thirds vote of the House will be achieved. The bill will then move on to the appropriate House subcommittee. Senator Dianne Feinstein and a Republic Senator from Nevada are about to introduce the bill in the Senate.

The national numismatic convention was recently held at Moscone Center in San Francisco. There were displays on their Gold Rush Museum and the Museum of the City of San Francisco at The Old Mint. Mr. Castle reported that a memorandum of understanding is under negotiation with a California not-for-profit entity created by the American Numismatic Association (ANA). Discussions between the SFMHS and ANA are ongoing; there is a need to resolve the amount of square feet to be allocated to the Gold Rush Museum. The SFMHS has proposed 10,000 sq. ft.; the ANA has suggested 12,500 sq. ft. Completion of the schematics will clarify the amount of available space. Barry Howard, museum designer, has been retained by the ANA to develop preliminary drawings. Memoranda of understanding discussions are also underway with the San Francisco Convention and Visitors Bureau and the Lark Creek Restaurant Group.

Mr. Parker noted that the de Young and Asian Art Museum shared the same building for many years. He suggested that every effort be made to address the relationship between the SFMHS and ANA as soon as possible. Issues of joint ticketing (admission revenue split), joint membership, scheduling of events, payment of utilities, etc., should be resolved and included in the MOU.

Mr. Dodson noted that approximately \$15 million in private funds will need to be raised. Naming opportunities totaling \$15 million will be presented to the SFMHS Board of Directors for approval. The Board has pledged over \$500,000 in support of the Old Mint project. Mr. Dodson advised that a \$1 million goal for the Board of Directors has been set. The capital campaign has been initiated although a Development Director has not yet been hired.

B. Report on the October 7, 2005 San Francisco Museum and Historical Society Groundbreaking Event

Those present were encouraged to attend the October 7<sup>th</sup> groundbreaking event. Mayor Gavin Newsom will participate in the ceremonies, which will begin at 5:30 p.m. on the steps of The Old Mint. A buffet and dancing will follow. Tickets are \$150 per person.

C. Report on the April 17, 2006 San Francisco Earthquake Centennial at The Palace Hotel

Mr. Lazarus reported on plans to commemorate the April 17, 1906 earthquake. A civic dinner ticketed at \$500 per person is planned at The Palace Hotel on April 17, 2006 followed by commemorate ceremonies the next morning at 5 a.m. and a breakfast at 7 a.m. A host committee and event planners are at work. Save-the-date cards will be mailed November 1<sup>st</sup>. The event is co-sponsored by the Chinese Historical Society of America.

D. Other Informational Item

1. SFMHS Acquisition

Mr. Dodson advised that the SFMHS has acquired its first major artifact. During the excavation of a condominium project at the corner of Folsom and Spear Streets, a ship was discovered. It was probably built in the early 1800s and abandoned in about 1850. The project archeologist, a SFMHS member, called Executive Director Gilbert Castle, who viewed the artifact and contacted the developer, Tishman Speyer Properties. Tishman Speyer has agreed to excavate the clipper ship and transport it to the San Francisco Maritime Museum, where it will be stored for a period of up to two years at no cost. This will allow time to determine its ultimate disposition.

2. Appointment of SFMHS Steering Committee

Mr. Dodson noted that the appointment of a Steering Committee to develop the story line for The Museum of the City of San Francisco will be proposed to the SFMHS Board for approval. Ira Michael Heyman has agreed to chair the Steering Committee consisting of fourteen members. Consultant Robert Macdonald will provide assistance to this effort.

**V. Report of the Executive Director – Gilbert H. Castle, III**

- A. Report on the Status of the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century, and the Draft Collections Development Policy

At Mr. Castle's request, consultant Mr. Macdonald reported on the dissemination of the case statement to the many constituencies of the proposed San Francisco history museum. The case statement and a questionnaire were mailed to over fifty individuals last week -- academic historians, museum experts, teachers, etc. This effort will heighten awareness of The Old Mint project, but also elicit responses to and critiques of the case statement. Responses will be submitted to the Steering Committee in order to transform the intellectual content into a recommended exhibit plan and script of the stories of San Francisco. It is anticipated that the work of the Steering Committee will be completed by January 2006. The SFMHS Board of Directors will vote on the Steering Committee's recommendation.

Mr. Castle advised that the public will be able to access the vision statement and questionnaire on the SFMHS website and in libraries throughout San Francisco. A series of media opportunities, organized by public relations consultant Nancy Fox, will inform the public of the availability of this information online. In addition, a letter will be mailed to a list of approximately 400 community groups provided by the Mayor's Office. A public participation firm has been retained to assist with compiling results and statistical analyses at the conclusion of the 90 day public participation process.

- B. Report on the Recruitment of a Development Director and Other Staff Changes

Mr. Castle distributed the appended Old Mint Project Timeline, which identifies key dates regarding the building, content (exhibition plan and script), hiring of personnel, quarterly budget, and key events.

He reported that the candidate for the development director position accepted a job with another organization. The absence of support staff and the status of the emerging SFMHS organization at this time make it difficult to fill this senior management position. Therefore, alternative approaches to providing support for the capital campaign have been identified, such as using grant writers in the interim and recruiting a campaign manager, who will ultimately report to a development director in the future.

- C. Report on the Appeal Challenging the Environmental Impact Report Negative Declaration and the Status of the Negative Declaration

The challenge to the environmental impact report negative declaration was withdrawn by the historic preservationist, who filed the appeal. This development was important to achieving compliance with the California Environmental Quality Act

(CEQA), which is covered in the negative declaration and is a critical element to the granting of the Proposition 40 funds.

D. Report on New Market Tax Credits

This matter is addressed as part of the next agenda item.

E. Report on Current and Projected Cash Flow

Mr. Castle discussed the \$2.88 million awarded to the Old Mint Project by the California Cultural and Historical Endowment Board (CCHE / Proposition 40 Funds). Great effort has been devoted to identifying and depositing the required matching funds in an escrow account. There is some question, however, as to whether new market tax credit funds can be used to match the CCHE award. The new market tax credits total \$1.699 million and were awarded through a federal program, which assists disadvantaged census tracts. A \$1.9 million Chevron grant and a portion of the new market credits combine to meet the matching funds requirement. However, a deputy State attorney, (staff to the CCHE Board) has expressed some concern regarding the use of new market tax credits as matching funds. In order to receive the new market tax credits, the establishment of a for-profit entity is required to receive the tax credit funds. There is also concern regarding "tenure", which is defined as "having adequate, sufficient legal control of the site". In addition, there are some ongoing deliberations regarding the project's compliance with the California Environmental Quality Act.

Discussions continue in an effort to alleviate the concerns of the State attorney. The SFMHS is requesting approval to expend the monies in escrow to fund the work on the schematics. Once the schematics are completed, it will be possible to execute the disposition and development agreement with the City, which will satisfy the tenure issue. The completion of the schematics will also allow the notice of determination to be issued, which will satisfy the CEQA issue.

Mr. Castle distributed a document entitled, "SFMHS Old Mint Project Sources of Funds", which identifies sources of funds by year. Funds already received or contractually obligated total \$6,736,700; high degree of confidence funds total \$27,003,700 (funds in hand plus funds awarded but not yet received); and high degree of confidence funds excluding loans total \$24,505,200. It is estimated that the total amount of funding required through the opening of the San Francisco history museum will be \$55,000,000.

F. Report on Current and Future Exhibitions

1. Report on the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Mr. Castle advised that contract discussions are underway to secure maintenance and security services, and a new operator for the retail space at Pier 45.



Ms. Mendelsohn reported that the *Amusing America* video, which recently won a videographer award of excellence, was accepted to compete in the International Video and Film Festival of New York. It will be screened on Saturday, September 24<sup>th</sup>. *Amusing America* continues to draw an increasing number of visitors, most likely due to the boost in San Francisco tourism. It was noted that the lease with the Port of San Francisco expires in July 2006. A dialogue has been initiated to extend the lease for another two years through July 2008.

## 2. City Hall Exhibitions in the South Light Court

Mr. Castle reported that two display cases in the South Light Court will be devoted to the Museum of the City of San Francisco at the Old Mint. The display will feature the history of the Old Mint, sketches of the San Francisco history museum, and the timeline. It is anticipated that the display will change on a quarterly basis to reflect current information. Danika McKenna, SFMHS Deputy Director, and Bridget Maher, a graduate student in the museums study program at San Francisco State University, are organizing this exhibit.

An archeological resources exhibit was installed by Archeotect, a Bay Area Firm that investigates archeological sites, which has been on view for several months. Mr. Lazarus advised that the Mayor's Office of Neighborhood Services will use part of the South Light Court space for rotating City neighborhood-based exhibits. The SFMHS will continue to curate exhibitions in the other half of the space. Gladys Hansen is organizing an exhibit on the 100<sup>th</sup> anniversary of St. Francis Memorial Hospital, which is funded by that institution and will be installed by the end of October. In March 2006, an exhibit on the re-building of San Francisco after the 1906 earthquake is planned.

Mr. Parker pointed out the amount of SFMHS resources and effort to effectively program the South Light Court space. Once the commitment to the earthquake exhibit is met, it might be opportune for the SFMHS to consider withdrawing from this responsibility, especially in view of the fact that the SFMHS will not be in a position to affect the quality of the exhibitions. Chair Heyman urged the installation of compelling exhibitions as they represent, at some level, future exhibits of the San Francisco history museum at the Old Mint.

## 3. The Old Mint Site

Mr. Castle reported an increase in trash and graffiti at the Old Mint site and the hiring of a maintenance firm. He is working with the City to provide increased security at night from 5 p.m. until midnight, including walking the perimeter of the building every hour. Most likely, the building will need to be vacated at the end of 2005 in order to prepare the site for construction. Discussions are underway to identify interim office space.

## **VI. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- A. Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005

Mr. Parker reported on a recent meeting with Ink Mendelsohn regarding the availability of the South San Francisco storage facility to the SFMHS and other history-related organizations. The Fine Arts Museums' lease expires on December 31, 2005, and the Museums do not have a use for the space that would rationalize spending \$35,000 a month to maintain the facility. The master lease for the space held by the San Francisco Airport extends to 2009; the airport is bound by the terms of the lease. The building has been sold by the Los Angeles owners to a local real estate development firm, which has acquired the building. In a conversation with a representative of the real estate development firm, Mr. Parker confirmed that the new owner is not interested in releasing the City of San Francisco (airport) from the lease, although they are well inclined towards the San Francisco history museum and the Fine Arts Museums. The airport is in discussion with a potential, replacement tenant to occupy the space when the de Young lease expires at the end of this year.

Mr. Lazarus advised that a leak at the Treasure Island facility, where the SFMHS collection is stored, caused little or no damage to the collection. However, he stressed the inadequacies of the space to appropriately store the collection.

The Advisory Committee concurred that Mr. Lazarus should approach the Mayor and request assistance with this matter. It was noted that the involvement of other historical organizations might be helpful. Mr. Parker stated that the FAMSF San Francisco history collection could be transferred to the Old Mint as soon as the SFMHS has established the capability to care for it. In the interim, the inventory of this FAMSF collection of approximately 1,550 objects has symbolic importance and will give meaning to the San Francisco history museum. The SFMHS collection and the FAMSF San Francisco history collection could be stored in the 10,000 square foot vault, which would give underlying credibility to the San Francisco history museum and its capital campaign. The 30,000 square foot South San Francisco facility could serve as an interim San Francisco history museum location with work spaces conducive to the development of the content and story line of the history museum.

## **VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.



**VIII. Next Meeting of the SFMHS Committee**

The Advisory Committee agreed that the next meeting would be held on Wednesday, November 30, 2005, at 9 a.m., possibly in a conference room at the San Francisco Public Library.

**IX. Adjournment – Ira Michael Heyman, Chair**

Mr. Striplen reported on the successful events involving a group of artists from New Zealand in connection with a Maori art and culture exhibit at the Yerba Buena Center from August 4 through 15, 2005, which was viewed by over 26,000 visitors. On August 4<sup>th</sup>, approximately 1,000 individuals greeted the Maori war canoe in the early morning at Aquatic Park. Aaron Peskin, President of the Board of Supervisors, was present to welcome the Maori Queen. At a ceremony that evening, Mayor Gavin Newsom accepted, on behalf of the City, a Maori cloak made especially for the occasion.

There being no further business, the meeting was adjourned at 11:11 a.m.

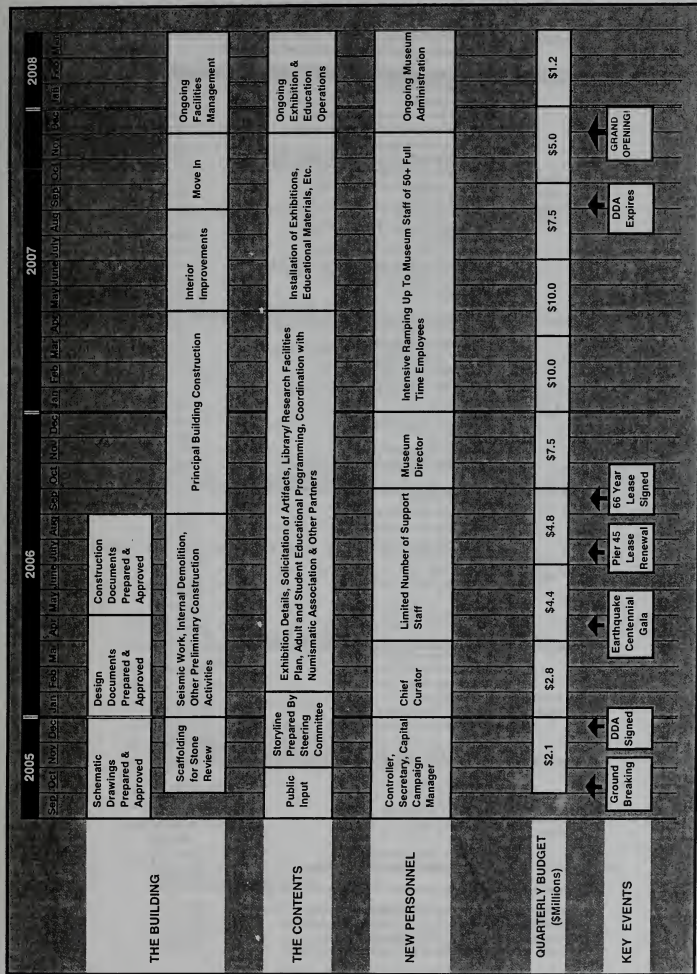
Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.



# OLD MINT PROJECT TIMELINE



# SFMHS OLD MINT PROJECT SOURCES OF FUNDS

**LEGEND** Black Items are confirmed, red items require verification (for example, Board of Director pledges), and blue items are anticipated.

YEAR	SOURCES OF FUNDS	
Fiscal 2003 Through 2005	Union Bank of California	\$10,000
	Bechtel Corporation	\$60,000
	Charles Crocker and Other Stock Donations	\$29,600
	Pacific Gas and Electric (Earthquake Exhibit)	\$10,000
	San Francisco Foundation	\$15,000
	Board of Directors Pledges/Other Individual Gifts	\$132,800
	Third Party Rentals of Old Mint	\$21,100
	SFMHS Fund Raiser in Mint (June 2003)	\$48,900
	Columbia Foundation	\$50,000
	Intercontinental Hotel	\$250,000
	Koret Foundation	\$15,000
	Mary Crocker Trust	\$50,000
	Northern California Community Loan Fund	\$100,000
	Mechanics Bank (Bridge Loan)	\$248,500
	National Trust Loan Fund (Bridge Loan)	\$250,000
	Miscellaneous Other	\$25,000
<b>Two Year Subtotal</b>		<b>\$1,315,900</b>
Fiscal 2006	Columbia Foundation	\$150,000
	Saving America's Treasures	\$295,800
	Board of Directors Pledges	\$100,000
	CCHE/Prop 40 (Round 1)	\$2,887,000
	Nonprofit Finance Fund I (Bridge Loan)	\$1,000,000
	Third Party Rentals of Old Mint	\$10,000
	Intercontinental Hotel	\$1,135,000
	Philanthropic Capital Campaign	\$2,500,000
	HUD Grants I & II	\$500,000
	New Market Tax Credits (Round 1)	\$1,900,000
	Nonprofit Finance Fund II (Bridge Loans)	\$1,000,000
<b>One Year Subtotal</b>		<b>\$11,477,800</b>
Fiscal 2007	Columbia Foundation	\$100,000
	Federal Commemorative Coin	\$8,500,000
	Board of Directors Pledges	\$280,000
	HUD Grant III	\$200,000
	CCHE/Prop 40 (Round 2)	\$2,113,000
	Intercontinental Hotel	\$1,040,000
	Philanthropic Capital Campaign	\$5,000,000
	Seismic Bond	\$9,300,000
	New Market Tax Credits (Round 2)	\$4,100,000
	Transportation Legislation for the CVB	\$4,000,000
<b>One Year Subtotal</b>		<b>\$34,633,000</b>
Fiscal 2008	Board of Directors Pledges	\$100,000
	Philanthropic Capital Campaign	\$8,000,000
	Historic Preservation Tax Credits	\$12,000,000
	Commercial Loan	\$12,000,000
	New Market Tax Credits (Round 3)	\$5,000,000
	Board of Directors Pledges (Round 2)	\$600,000
<b>One Year Subtotal</b>		<b>\$37,700,000</b>
<b>Total Through Museum Grand Opening</b>		<b>\$85,126,700</b>
Annually Thereafter	Admissions	\$2,191,000
	Museum Shop Retail	\$354,000
	Special Exhibitions	\$89,000
	Other Retail and Specialty Leasing	\$514,000
	Food and Beverage	\$251,000
	Office	\$29,000
	Special Events/Fund Raisers	\$744,000
	Corporate and Public Sponsors, Licensing	\$610,000
<b>Annual Total</b>		<b>\$4,782,000</b>

Already Received Or Contractually Obligated (Black Amounts) = \$6,736,700  
 High Degree of Confidence Funds (Black and Red Amounts) = \$28,003,700  
 High Degree of Confidence Funds Excluding Loans = \$25,505,200  
 Estimate of Total Amount Needed Through Museum Opening = \$55,000,000

**OFFICIAL MEETING NOTICE**

*San Francisco Museum of Modern Art*

**San Francisco Museum and Historical Society  
Advisory Committee**

**Wednesday, November 30, 2005  
9:15 a.m.**

**San Francisco Public Library  
Latino-Hispanic Room B (Lower Level)  
100 Larkin Street  
San Francisco, CA 94102**

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**AGENDA**

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**ORDER OF BUSINESS**

11-30-05A09:33 RCV

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

**II. Calling of the Roll**

Philip Choy  
Charles Crocker  
Jerome L. Dodson  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

There will be an opportunity for public comment before or during each agenda item.

**III. Report of the Chair – Ira Michael Heyman**

- |    |   |                   |
|----|---|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the September 21, 2005 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes) | <b>Action</b>     |
| B. | Report on the Status of the One-Year Reappointments Effective June 1, 2005 by the Board of Supervisors of SFMHS Advisory Committee Members Philip Choy, Charles Striplen, and Susan Stryker       | <b>Discussion</b> |
| C. | Report on Staff Support for the SFMHS Advisory Committee  | <b>Discussion</b> |
| D. | Report on the Annual Report of the SFMHS Advisory Committee to be Submitted to the Board of Supervisors by March 1, 2006  | <b>Discussion</b> |
| E. | Other Informational Items   | <b>Discussion</b> |

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on the Passage of Federal Legislation / San Francisco Old Mint Commemorative Coin Act   | <b>Discussion</b> |
| B. | Report on the October 7, 2005 San Francisco Museum and Historical Society Groundbreaking Event | <b>Discussion</b> |
| C. | Report on the April 17, 2006 Earthquake Centennial at The Palace Hotel                         | <b>Discussion</b> |
| D. | Report on the SFMHS Capital Campaign Plan  | <b>Discussion</b> |
| E. | Report on the Gold Rush Era Ship   | <b>Discussion</b> |
| F. | Report on the Case Statement Steering Committee  | <b>Discussion</b> |
| G. | Other Informational Items  | <b>Discussion</b> |

**V. Report of the Executive Director – Gilbert H. Castle, III**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on the Status of the Case Statement, The Museum of The City of San Francisco / A Museum for the 21 <sup>st</sup> Century, and the Draft Collections Development Policy            | <b>Discussion</b> |
| B. | Report on TDR (Transferable Development Rights) Expenditure Plan Agreement and Authorization of Patri Merker Associates to Resume Work   | <b>Discussion</b> |
| C. | Report on the Memoranda of Understanding with the American Numismatic Association (Not-for-Profit Entity), San Francisco Convention and Visitors Bureau, and Lark Creek Restaurant Group | <b>Discussion</b> |
| D. | Report on the Recruitment of Staff Positions   | <b>Discussion</b> |
| E. | Report on the Use of New Market Tax Credits to Match the \$2.88 in Proposition 40 Funds Awarded by the California Cultural and Historical Endowment Board                                | <b>Discussion</b> |
| F. | Report on Current and Projected Cash Flow  | <b>Discussion</b> |
| G. | Report on Current and Future Exhibitions   | <b>Discussion</b> |
| 1. | Report on the <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn  | <b>Discussion</b> |
| 2. | City Hall Exhibitions  | <b>Discussion</b> |
| H. | Other Informational Items  | <b>Discussion</b> |

**VI. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- |    |   |                   |
|----|---|-------------------|
| A. | Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005 | <b>Discussion</b> |
| B. | Other Informational Items   | <b>Discussion</b> |

**VII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

**VIII. Next Meeting of the San Francisco Museum and Historical Society  
Advisory Committee to be Held in February 2006**

**Discussion**

**IX. Adjournment – Ira Michael Heyman, Chair**

**Action**



Public Meeting Requirements Relating to Accessibility

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Frank Darby, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
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Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [sotf@sfgov.org](mailto:sotf@sfgov.org)

A free copy of the Sunshine Ordinance can be obtained from Mr. Darby, or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, <http://www.sfgov.org/sunshine/>

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, de Young, Golden Gate Park, 50 Hagiwara Tea Garden Drive, San Francisco, CA, 94118-4501. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at the de Young, Golden Gate Park, 50 Hagiwara Tea Garden Drive, San Francisco, CA, 94118-4501. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sf.gov/ethics](http://sf.gov/ethics).

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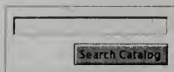
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Frequently Asked Questions

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**November 30, 2005**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, November 30, 2005, in the Latino-Hispanic Room B, lower level of the San Francisco Public Library, 100 Larkin Street, San Francisco. The meeting was called to order at 9:25 a.m. by Ira Michael Heyman, Chair. Chair Heyman presided; Judy Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Philip Choy  
Jerome L. Dodson  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

Excused:

Charles Crocker  
Charles Fracchia

Staff Present:

Gilbert H. Castle, III, Executive Director, San Francisco Museum and Historical Society  
Harry S. Parker III, Director of Museums, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

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**III. Report of the Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the September 21, 2005 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the September 21, 2005 meeting of the SFMHS Advisory Committee. Mr. Striplen noted the misspelling

of his name on page 214 of the minutes under the heading, "2. Board of Supervisors: Philip Choy, Charles Striplen, and Susan Stryker." Ms. Mendelsohn advised that the work of the SFMHS Steering Committee chaired by Ira Michael Heyman will be completed by January 2007, not January 2006, as stated in the first paragraph on page 214 of the minutes. There was no further discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes as corrected.

- B. Report on the Status of the One-Year Reappointments Effective June 1, 2005 by the Board of Supervisors of SFMHS Advisory Committee Members Philip Choy, Charles Striplen, and Susan Stryker

Mrs. Gough advised that at its meeting on November 1, 2005, the Board of Supervisors unanimously adopted a resolution reappointing Philip Choy, Charles Striplen, and Susan Stryker to additional one-year terms on the SFMHS Advisory Committee.

- C. Report on Staff Support for the SFMHS Advisory Committee

The Fine Arts Museums of San Francisco (FAMSF) has provided staff support for the Advisory Committee since its inception three years ago. A joint effort between FAMSF and SFMHS has been proposed to staff the Advisory Committee. Mrs. Gough will continue as the main contact point for the Committee, drafting agendas and minutes, and posting these documents on the City's website. Mr. Castle expects to fill a secretarial position soon, which would provide staff support to this Committee. The secretarial position was included in the current fiscal year operating budget approved by the SFMHS Board of Directors. Joanna Slavin and Chris Craig will be available to assist in the interim.

- D. Report on the Annual Report of the SFMHS Advisory Committee to be Submitted to the Board of Supervisors by March 1, 2006

As required by the legislation creating the SFMHS Advisory Committee, the 2005 Advisory Committee annual report needs to be submitted to the Board of Supervisors by March 1, 2006. The annual report will be drafted for review and approval at the next meeting.

Chair Heyman pointed out the timeliness of again considering the relationship between the San Francisco Museum and Historical Society and the City of San Francisco, including the expiration of the SFMHS Advisory Committee on June 1, 2006. These matters will be placed on the agenda of the next Advisory Committee meeting.

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

**A. Report on the Passage of Federal Legislation / San Francisco Old Mint Commemorative Coin Act**

Mr. Dodson reported that earlier in November 2005 the House of Representatives approved a key financing component of the plans to create a San Francisco history museum at the Old Mint by selling gold and silver commemorative coins estimated to raise \$8.5 million for the project. The legislation was sponsored by Rep. Nancy Pelosi; Senators Dianne Feinstein and Barbara Boxer have introduced identical legislation in the Senate. At the request of the Chair, Mr. Castle will draft a resolution of appreciation to Rep. Pelosi, and Senators Feinstein and Boxer. The resolution will also commend the American Numismatic Association for its efforts to secure approval of the Old Mint commemorative coin legislation.<sup>1</sup>

**B. Report on the October 7, 2005 San Francisco Museum and Historical Society Groundbreaking Event**

The late afternoon ceremonies on October 7<sup>th</sup> began on the steps of the Old Mint with Mistress of Ceremonies Sydnie Kohara of KPIX-TV and Mayor Gavin Newsom. The Mayor used a ceremonial shovel donated by San Francisco jeweler Sidney Mobell to “break” into a cache of coins provided by the American Numismatic Association. Officers and Board of Directors of the SMHS, members of the Board of Supervisors including President Aaron Peskin, congressional representatives, and members of the project design team were present. A sold-out celebratory evening, with a buffet catered by McCall Associates and dancing, followed the groundbreaking.

**C. Report on the April 17, 2006 Earthquake Centennial at The Palace Hotel**

At the request of Mr. Dodson, Mr. Lazarus reported on the Earthquake Centennial event. A civic dinner ticketed at \$500 per person is planned at The Palace Hotel on Monday, April 17<sup>th</sup>, followed by commemorative ceremonies the next morning at 5 a.m. at Lotta’s Fountain (Market Street) and a breakfast at The Palace Hotel at 7 a.m. A host committee and event planners are at work. The event is sponsored by Lloyd’s of London and presented jointly by the SFMHS and Chinese Historical Society of America.

**D. Report on the SFMHS Capital Campaign Plan**

Mr. Dodson noted that approximately \$15 million in private funds will need to be raised. Naming opportunities totaling \$15 million will be presented to the SFMHS

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<sup>1</sup> Addendum: Following the meeting, the appended resolution of appreciation was mailed to Representative Pelosi, Senators Feinstein and Boxer, and the American Numismatic Association.

Board of Directors for approval. The Board has pledged over \$500,000 in support of the Old Mint project. Mr. Dodson advised that a \$1 million goal has been set for the Board of Directors. The capital campaign has been initiated although a Development Director has not yet been hired.

E. Report on the Gold Rush Era Ship

Mr. Dodson advised that the SFMHS has agreed to take ownership of the clipper ship discovered during the excavation of a condominium project at the corner of Folsom and Spear Streets. The ship was acquired at no cost to SFMHS. Tishman Speyer Properties produced a bill of sale for the clipper ship and agreed to pay the costs to store the ship for 22 months at Pier 50 and for occasional curatorial work by National Park Service experts at the Maritime Museum.

1. Appointment of SFMHS Steering Committee

Mr. Dodson discussed the appointment of a Steering Committee to develop the story line for The Museum of the City of San Francisco. Ira Michael Heyman has agreed to chair the Steering Committee; Harry Low will serve as Vice Chair. Members will be appointed in early 2006.

2. Interviews of Old Mint Project Design Candidates

The SFMHS Executive Committee concurred that it would be advantageous to initiate a process to consider additional design proposals for the Old Mint Project. This effort would demonstrate the openness of the process and identify the best museum designer for the project. Mr. Dodson reported that Requests for Qualifications for the design of the Old Mint Project will be distributed shortly. Barry Howard, who has actively participated in the design of the Old Mint Project, will be asked to respond to the request. It is anticipated that interviews of potential design candidates will take place in early 2006 and that a firm will be recommended to the SFMHS Board of Directors at its March 23<sup>rd</sup> Board meeting.

V. Report of the Executive Director – Gilbert H. Castle, III

A. Report on the Status of the Case Statement, The Museum of The City of San Francisco / A Museum for the 21<sup>st</sup> Century, and the Draft Collections Development Policy

The SFMHS is asking San Franciscans to participate in the creation of the new museum by providing input on the stories that will be presented in the museum's exhibitions. The case statement and a questionnaire were circulated among experts and the general public to simulate ideas about the museums' exhibitions and artifacts. This effort will heighten awareness of The Old Mint project, but also elicit responses to and critiques of the case statement. Responses will be submitted to the Steering

Committee, chaired by Ira Michael Heyman, which will recommend an exhibit plan and script of the stories of San Francisco to the SFMHS Board of Directors for approval. The public can access the case statement and questionnaire on the SFMHS website and in libraries throughout San Francisco.

B. Report on TDR (Transferable Development Rights) Expenditure Plan Agreement and Authorization of Patri Merker Associates to Resume Work

Mr. Castle reviewed the appended document, "Principal SFMHS Managerial Activities, December 2005-March 2006". By implementing the Transferable Development Rights (TDR) Agreement with the City in December, the first \$1.45 million of Continental Hotel public funding (transfer of air rights) will become available to fund the resumption of work on the schematic blueprints by architects Patri-Merker. Negotiations will continue in December to secure free office space in the Humboldt Savings Bank Building (4<sup>th</sup> and Market) for SFMHS operations prior to and during the period of Old Mint construction. The completion of the schematics will allow the disposition and development agreement with the City to be executed and the notice of determination to be issued by the City. Both of these documents are critical to the Old Mint project as they attest to the fact that SFMHS has adequate, sufficient legal control of the site.

Every effort is being made to resolve the concerns of a deputy State attorney regarding the release of the \$2.88 million in funding awarded to the Old Mint Project by the California Cultural and Historical Endowment Board (CCHE / Proposition 40 Funds). At issue is the use of new market tax credits as part of the required SFMHS matching funds. The new market tax credits total \$1.699 million and were awarded through a federal project assisting disadvantaged census tracts.

C. Report on the Memoranda of Understanding with the American Numismatic Association (Not-for-Profit Entity), San Francisco Convention and Visitors Bureau, and Lark Creek Restaurant Group

Once the schematics are completed, definitive space allocations can be made, and memoranda of understanding negotiations with the American Numismatic Association, San Francisco Convention and Visitors Bureau, and the Lark Creek Restaurant Group can be finalized.

D. Report on the Recruitment of Staff Positions

Mr. Castle advised of plans to recruit an administrative assistant/secretary in January 2006, followed by a curator in February 2006, and a renewed search for a development director in March 2006.



- E. Report on the Use of New Market Tax Credits to Match the \$2.88 Million in Proposition 40 Funds Awarded by the California Cultural and Historical Endowment Board

This matter was addressed on the previous page of these minutes, agenda item B.

- F. Report on Current and Projected Cash Flow

Mr. Castle advised that a current and projected cash flow analysis is being prepared and will be distributed to the Advisory Committee shortly.

- G. Report on Current and Future Exhibitions

- 1. Report on the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

*Amusing America* continues to draw an increasing number of visitors, most likely due to the boost in San Francisco tourism. It was noted that the lease with the Port of San Francisco expires in July 2006. A dialogue has been initiated to extend the lease for another two years through July 2008.

- 2. City Hall Exhibitions

“The Old Mint Building: Past, Present, and Future”, is presently on display in the South Light Court at City Hall. The exhibition chronicles the history of the Old Mint and introduces the restoration plans for the Museum of San Francisco scheduled to open to the public in December 2007. In March 2006, an exhibit featuring the re-building of the San Francisco after the 1906 earthquake is planned.

- H. Other Informational Items

- 1. SFMHS Purchases First Artifact

Mrs. Mendelsohn, Chair of the Committee for Collections and Exhibitions, reported that the SFMHS has made its first purchase. The artifact is a check from the James King, of William Bank, one of the first five banks in San Francisco. The purchase represents the organization’s commitment to the emerging San Francisco History Museum at the Old Mint.

- 2. Retirement of Harry S. Parker III as Director of the Fine Arts Museums of San Francisco

Mrs. Mendelsohn noted that Harry Parker will retire as Director of the Fine Arts Museums of San Francisco at the end of December 2005. She expressed sincere appreciation for his valuable participation on the Advisory Committee and for his



efforts to further the development of the San Francisco History Museum at the Old Mint. The Advisory Committee recognized Mr. Parker with a round of applause.

**VI. Report of the Director of the Fine Arts Museums – Harry S. Parker III**

- A. Report on the Feasibility of a Joint Storage Initiative Among a Consortium of San Francisco History-Related Organizations for the South San Francisco Facility to be Vacated by the Interim de Young Museum When the Lease Expires on December 31, 2005

Mr. Parker reported a recent development regarding the Interim de Young Collection Management Facility in South San Francisco. Discussions are underway between the Fine Arts Museums and the Walt Disney Family Foundation, which has expressed interest in sharing the space with the Museums. The Foundation would be willing to cover rent and operating costs for one-half of the storage space and approximately one-third of the entire facility. In addition, the Foundation may be amenable to covering one-half of the demolition costs of the storage facility at the conclusion of the lease. If discussions are successfully concluded, it would be possible for the Museums' San Francisco history collection to be located in this state-of-the art storage facility. The master lease for the space is held by the San Francisco Airport and extends to April 2009.

**VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**VIII. Next Meeting of the SFMHS Advisory Committee**

The Advisory Committee agreed that the next meeting should be held at the San Francisco Public Library in February 2006.

**IX. Adjournment – Ira Michael Heyman, Chair**

Mr. Lazarus announced that he has accepted the position of Vice President for Public Policy with the San Francisco Chamber of Commerce effective January 3, 2006. He will continue as SFMHS Government Relations Consultant. The SFMHS Advisory Committee extended congratulations to Mr. Lazarus.

There being no further business, the meeting was adjourned at 11:00 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

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**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**Resolution of Appreciation**

WHEREAS, Senator Barbara Boxer, Senator Dianne Feinstein and Representative Nancy Pelosi have introduced legislation (HR 1953 and S1881) in the United States Congress for the striking of a commemorative coin that will provide the Old Mint project in San Francisco a minimum of \$8,500,000; and

WHEREAS, Senators Boxer and Feinstein and Representative Pelosi are continuing to lobby on behalf of that legislation; and

WHEREAS, The American Numismatic Association also has lobbied and continues to lobby diligently for the coin legislation; now, therefore, be it

RESOLVED, That the San Francisco Museum and Historical Society Advisory Committee, Chaired by Ira Michael Heyman, does hereby express its appreciation and gratitude to Senators Boxer and Feinstein and Representative Pelosi for their past efforts and respectfully requests their continued active lobbying on behalf of the legislation; and, be it

FURTHER RESOLVED, That the San Francisco Museum and Historical Society Advisory Committee also expresses its appreciation and gratitude to the American Numismatic Association and likewise respectfully requests its continued active lobbying on behalf of the legislation.

# PRINCIPAL SFMHS MANAGERIAL ACTIVITIES DECEMBER 2005 - MARCH 2006

Month	Old Mint	Finance & Administration
December	Authorize Patri-Merker to resume work on the schematic blueprints (\$900,000 undertaking).	Implement the TDR Agreement with the City to receive the first half of the Continental's \$1,145,000
	Decide the project's "Green" level, as a significant determinant of total cost ("Silver" is the default)	Repay Nonprofit Finance Fund loan - \$135,000
	Name the Steering Committee to be chaired by Heyman, co-chaired by Low, staffed by Macdonald - 25 historians, educators, other experts	Finalize the monthly financial reporting system with Gary Harmon. Retain Fontanello, Duffield & Otake, LLP as our part-time CPAs to prepare the audit, etc.
	Begin processing comments received from experts and the lay public on the Vision Statement	Negotiate free office space lease and move-in plan at the Humboldt Savings Bank Building (4th & Market)
	Determine the process to be used for recruiting and evaluating museum designers (in addition to Howard)	Resolve the remaining CCHE/Prop 40 issues and negotiate the grant agreement for \$2,887,500
	Resume MOU negotiations with the three Old Mint subtenants (ANA, SFCVB, Bradley Ogden)	Track the results of the end-of-the-year annual appeal letter and the M&M Committee's Realtor letter
January	Oversee 50% completion of schematic blueprints	Submit application for CCHE/Prop 40 Round II
	Support the Steering Committee's organizing efforts; continue to process Vision Statement comments	Obtain access to HUD funds awarded in 2004 and 2005 (\$500,000), and file for 2006 funds (\$200,000)
	Identify short list of museum design consultants	Repay Mechanics Bank loan - \$250,000
	Conclude MOU negotiations with three subtenants	Hire administrative assistant/secretary
		Move into Humboldt Savings Bank Building
February	Oversee 70% completion of schematics	Repay National Trust for Historic Preservation loan - \$250,000
	Interview and select museum design consultant	Hire curator (former SFSU professor is lead candidate)
	Begin comprehensive, detailed Collections Policy	Renew search for Development Director (based on SFMHS's increased credibility and staff support)
	Review Steering Committee's draft exhibit plan	
March	Oversee 100% completion of schematics	Prepare draft of 2006-2007 budget for Finance Committee
	Begin formal schematic approvals with Landmarks Board, City's consultant (Carey & Company), and State Historic Preservation Officer (SHPO)	Begin contract negotiations with Patri-Merker et al. for construction phase of the Old Mint Project
	Adopt Steering Committee's exhibit plan	

# San Francisco Museum and Historical Society Advisory Committee

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**February 28, 2006**

**OFFICIAL MEETING NOTICE**

San Francisco Museum and Historical Society  
Advisory Committee

Tuesday, February 28, 2006  
9:15 a.m.

San Francisco Public Library  
Latino-Hispanic Room A (Lower Level)  
100 Larkin Street  
San Francisco, CA 94102

AGENDA

GOVERNMENT  
DOCUMENTS DEPT

OCT - 7 2009

ORDER OF BUSINESS

SAN FRANCISCO  
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- I. Calling of the Meeting to Order – Ira Michael Heyman,  
Chair

## II. Calling of the Roll

Philip Choy  
 Charles Crocker  
 Jerome L. Dodson  
 Charles A. Fracchia  
 Susan Goldstein, Vice Chair  
 Ira Michael Heyman, Chair  
 Ink Mendelsohn  
 Dr. Raye Richardson  
 Charles Striplen  
 Susan Stryker  
 Diane B. Wilsey

There will be an opportunity for public comment before or during each agenda item.

## III. Report of the Chair – Ira Michael Heyman

A. Consideration and Possible Action to Approve the Minutes of the November 30, 2005 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes) - ACTION

B. Report on Staff Support for the SFMHS Advisory Committee - DISCUSSION

C. Report on the Deferral of the Annual Report of the SFMHS Advisory Committee to be Submitted to the Board of Supervisors after March 1, 2006 - DISCUSSION

D. Report on Discussion at the Next Meeting of the

Future Relationship Between the San Francisco Museum  
and Historical Society and the City of San Francisco  
Including the Expiration of the SFMHS Advisory  
Committee on June 1, 2006 - DISCUSSION

E. Other Informational Items - DISCUSSION

IV. Report of the President of the Board of Directors of the  
San Francisco Museum and Historical Society – Jerome  
L. Dodson

A. Report on the Passage of Federal Legislation / San  
Francisco Old Mint Commemorative Coin Act -  
DISCUSSION

B. Report on the April 17, 2006 Earthquake Centennial  
at The Palace Hotel - DISCUSSION

C. Report on the SFMHS Capital Campaign Plan -  
DISCUSSION

D. Report on the Case Statement Steering Committee -  
DISCUSSION

E. Report on the Request for Qualifications for Designer  
of the Museum of San Francisco at the Old Mint -  
DISCUSSION

F. Other Informational Items - DISCUSSION

V. Report of the Executive Director – Jerome L.  
Dodson

A. Report on TDR (Transferable Development Rights) Expenditure Plan Agreement and Authorization of Patri Merker Associates to Resume Work - DISCUSSION

B. Report on the Memoranda of Understanding with the American Numismatic Association (Not-for-Profit Entity), San Francisco Convention and Visitors Bureau, and Lark Creek Restaurant Group - DISCUSSION

C. Report on the Recruitment of Staff Positions - DISCUSSION

D. Report on the Use of New Market Tax Credits to Match the \$2.88 in Proposition 40 Funds Awarded by the California Cultural and Historical Endowment Board - DISCUSSION

E. Report on Current and Projected Cash Flow (See Appendix B) - DISCUSSION

F. Report on Current and Future Exhibitions

1. Report on the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn - DISCUSSION

2. City Hall Exhibitions - DISCUSSION

G. Other Informational Items - DISCUSSION



VI. Report of the Director of the Fine Arts Museums –  
Robert Futernick, Associate Director of the Fine Arts  
Museums, for John E. Buchanan, Jr.

A. Report on the Interim de Young Collection  
Management Facility in South San Francisco -  
DISCUSSION

B. Other Informational Items - DISCUSSION

VII. Public Comment

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.

VIII. Next Meeting of the San Francisco Museum and  
Historical Society Advisory Committee to be Held in May  
2006 - DISCUSSION

IX. Adjournment – Ira Michael Heyman, Chair - ACTION

Public Meeting Requirements Relating to Accessibility

The subsequent information is in compliance with the Americans with Disabilities Act (ADA); the following will be made available upon request: (1) American sign language interpreters; (2) a sound enhancement system; (3) a meeting agenda available in alternative formats; and (4) a reader during the meeting. To arrange for these services, please contact Judy Gough at (415) 750-3669 at least two working days prior to a meeting. A late request will be honored if possible. Minutes of the meeting will be made in alternative formats upon request. Meeting agendas are available on the City of San Francisco website, [sfgov.org](http://sfgov.org) (click on City Agencies on first screen; then City Departments and Agencies; click on "A" for Arts, Museums and Sciences, and scroll down to and click on San Francisco Museum and

Historical Society Advisory Committee).

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, those attending public meetings are reminded that others may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

See attached directions to the San Francisco Public Library by public transit. There is accessible parking at the Civic Center Plaza Garage, 355 McAllister Street, San Francisco.

Accessible seating for persons with disabilities (including those using wheelchairs) will be available. For Telecommunication Device for the Deaf (TDD), the Museums use the California Relay Service.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the President may order the removal from the meeting of any person(s) responsible for the ringing or use of cell phones, pagers, or other similar sound-producing electronic devices.

#### Know Your Rights Under the Sunshine Ordinance

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force:

Frank Darby, Administrator  
Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [sotf@sfgov.org](mailto:sotf@sfgov.org)

A free copy of the Sunshine Ordinance can be obtained from Mr. Darby, or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, <http://www.sfgov.org/sunshine/>

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, de Young, Golden Gate Park, 50 Hagiwara Tea Garden Drive, San Francisco, CA, 94118-4501. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at the de Young, Golden Gate Park, 50 Hagiwara Tea Garden Drive, San Francisco, CA, 94118-4501. Please contact Judy Gough at (415) 750-3669 to make arrangements.

Lobbyist Registration and Reporting Requirements – Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code § 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA, 94102; telephone (415) 581-2300; fax (415) 581-2317; web site: [sfgov.org/ethics](http://sfgov.org/ethics).

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**February 28, 2006**

**I. Calling of the Meeting to Order – Ira Michael Heyman, Chair**

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Wednesday, February 28, 2006, Hispanic Room B, lower level of the San Francisco Public Library, 100 Larkin Street, San Francisco. The meeting was called to order at 9:25 a.m. by Ira Michael Heyman, Chair, who welcomed guest Erin McGrath from the Mayor's Office of Economic Development.

Chair Heyman presided; Judy Gough acted as Secretary.

**II. Calling of the Roll**

Present:

Jerome L. Dodson  
Susan Goldstein  
Ira Michael Heyman  
Ink Mendelsohn  
Charles Striplen  
Diane B. Wilsey

Excused:

Philip Choy  
Charles Crocker  
Charles Fracchia  
Dr. Raye Richardson  
Susan Stryker

Staff Present:

Robert Futernick, Associate Director, Fine Arts Museums of San Francisco  
Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

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**III. Report of the Chair – Ira Michael Heyman**

- A. Consideration and Possible Action to Approve the Minutes of the November 30, 2005 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the November 30, 2005 meeting of the SFMHS Advisory Committee. There was no discussion among

Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes as distributed.

**B. Report on Staff Support for the SFMHS Advisory Committee**

Mrs. Gough reported on this item of old business. The Fine Arts Museums of San Francisco (FAMSF) has provided staff support for the Advisory Committee since its inception over three years ago. A joint effort between FAMSF and SFMHS has been proposed to staff the Advisory Committee. Mr. Dodson advised that an administrative assistant will be recruited in the near future, which will provide staff support to this Committee. Mrs. Gough will continue as the main contact point for the Committee until the position is filled.

**C. Report on the Deferral of the Annual Report of the SFMHS Advisory Committee to be Submitted to the Board of Supervisors after March 1, 2006**

As required by the legislation creating the SFMHS Advisory Committee, the 2005 Advisory Committee annual report is to be submitted to the Board of Supervisors by March 1, 2006. Because the SFMHS is in a state of transition, particularly with the impending move of the administrative offices, the annual report will be deferred for review and approval at the next meeting.

**D. Report on Discussion at the Next Meeting of the Future Relationship Between the San Francisco Museum and Historical Society and the City of San Francisco Including the Expiration of the SFMHS Advisory Committee on June 1, 2006**

Chair Heyman pointed out the timeliness of again considering the relationship between the San Francisco Museum and Historical Society and the City of San Francisco, in view of the expiration of the SFMHS Advisory Committee on June 1, 2006. Chair Heyman will draft a proposed statement for review and consideration at the next Advisory Committee meeting.

**E. Other Informational Item**

Chair Heyman announced the resignation of Gilbert H. Castle, III, SFMHS Executive Director, effective February 28, 2006. Jerome L. Dodson, President of the SFMHS Board of Directors, will provide the report of the SFMHS Executive Director later in the agenda.

**IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

Since the last SFMHS Advisory Committee meeting, significant changes have occurred at the SFMHS. Given the recent resignation of the Executive Director, a

decision was made to recruit a permanent museum director in light of the status of the Old Mint Project and the need to coordinate all aspects of the project, including the design, construction, fund-raising, and financial management, etc. Interviews to identify an interim executive director / chief financial officer are underway. It is anticipated that the search for a museum director may take four months or longer. A search firm may be retained to assist with the recruitment of a museum director.

A. Report on Current and Projected Cash Flow

Mr. Dodson provided an overview of current and projected cash flow. He reviewed two documents: 1) Projected Cash Flow of Known Revenues and Expenses for the Old Mint Project for the Remainder of the Current SFMHS Fiscal Year and the Coming Fiscal Year; and 2) Projected Old Mint Project Revenues and Expenditures for Calendar Years 2007 through 2009. He made the following points:

**Current and Next Fiscal Year - Revenues of \$7,201,500**

- Continental Hotel Transfer of Development Rights (TDR) total \$1,043,000, and represent Old Mint development rights sold to the new Continental Hotel, which will be built several block from the Old Mint;
- HUD Grants for 2004-05 total \$500,000; funds are expected to be received next week;
- Earmarked HUD Grants for 2006 amount to \$200,000;
- The receipt of \$280,000 in funds required to match the \$2.88 million California Cultural & Historical Endowment (CCHE) Grant (Proposition 40 funds);
- \$1.669 million in New Market Tax Credits<sup>1</sup> to match the \$2.88 million CCHE Grant;
- Excess New Market Tax Credits of \$231,000;
- The CCHE grant award of \$2,787,500 (to be received when the Disposition and Development Agreement with the City of San Francisco is finalized);
- SFMHS Board pledges and member donations of \$57,000;
- Columbia Foundation and SAT final payments of \$144,000; and
- Remaining TDR Units totaling \$400,000.

**Current and Next Fiscal Year – Expenses of \$7,031,683**

- \$175,000 owed to architects Patri-Merker for previous work;
- \$888,000 to Patri-Merker for schematics;
- Attorney fees related to the Disposition and Development Agreement with the City;
- \$1,696,000 for design documents;

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<sup>1</sup> Because the Old Mint is located in an economically depressed census district, the project is eligible for funds through a federal program, which provides tax credits for investors in economically depressed areas.

- \$2,880,000 for construction documents;
- Repayment of the Nonprofit Finance Fund Loan of \$135,000;
- Repayment of the Mechanics Bank Loan of \$250,000;
- Repayment of the National Trust for Historic Preservation (NTHP) Loan of \$250,000;
- Consulting Fees for Government Relations and the Owner's Representative totaling \$282,600;
- Current staff salaries of \$282,083;
- Curator salary at \$85,000<sup>2</sup>;
- Development Director salary at \$90,000; and
- \$38,000 in Old Mint maintenance and utilities costs.

For the period calendar years 2007 through 2009, revenues and expenses are projected at \$59,350,000. Revenues include commemorative coins, \$8.5 million; government funds of \$4.2 million; fund-raising, \$15 million; New Market Tax Credits Round II, \$4.1 million; New Market Tax Credits Round III, \$2 million; Historical Tax Credits, \$11 million; Continental Hotel Art and Recreation Fees of \$1.2 million; a \$9 million commercial loan; and operating budget revenues of \$4,350,000.

Expenses for calendar years 2007 through 2009 include the \$55 million capital budget and the \$4,350,000 operating budget.

Mr. Mendelsohn distributed copies of the recent application to the California Cultural and Historical Endowment (CCHE) for a \$3 million grant in support of the San Francisco History Museum at the Old Mint.

It was pointed out that the receipt of the new market and historic tax credit funding will require the establishment of a for-profit, limited corporation (LLC). Mr. Dodson noted that Federal legislation established this requirement, and SFMHS attorneys have confirmed that the creation of an LLC for this purpose is not at odds with Proposition 40 legislation (CCHE funding). This development alleviated the concerns of a deputy State attorney regarding the release of the \$2.88 million in funding awarded to the Old Mint Project by the CCHE Board.

B. Report on the Passage of Federal Legislation / San Francisco Old Mint Commemorative Coin Act

Mr. Dodson reported that earlier in November 2005 the House of Representatives approved a key financing component of the plans to create a San Francisco history museum at the Old Mint by selling gold and silver commemorative coins estimated to raise \$8.5 million for the project. The legislation

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<sup>2</sup> A permanent museum director will be recruited instead of this position.

was sponsored by Rep. Nancy Pelosi. Senators Dianne Feinstein and Barbara Boxer have introduced identical legislation in the Senate, which 14 of 67 senators have signed. They are focusing on obtaining additional signatures from Senate members.

Mr. Mendelsohn advised that the initial \$4 to \$5 million in coin proceeds will be used to support the establishment of the numismatic museum at the Old Mint, and the residual will be allocated to the SFMHS for the remaining work on the San Francisco history museum.

C. Report on the April 17, 2006 Earthquake Centennial at The Palace Hotel

In the absence of Mr. Lazarus, Mr. Mendelsohn provided the report on the April 17, 2006 Earthquake Centennial. A civic dinner ticketed at \$500 per person is planned at The Palace Hotel on Monday, April 17<sup>th</sup>, followed by commemorative ceremonies the next morning at 5 a.m. at Lotta's Fountain on Market Street and a breakfast at The Palace Hotel at 7 a.m. Over \$200,000 has been raised to date. A host committee and event planners are at work. The event is sponsored by Lloyd's of London and presented jointly by the SFMHS and Chinese Historical Society of America. Mrs. Wilsey suggested that marketing efforts need to more closely associate the event with the SFMHS effort to create a San Francisco history museum at the Old Mint and the support of the seismic upgrade of the Old Mint.

D. Report on the SFMHS Capital Campaign Plan

Mrs. Wilsey offered suggestions regarding the capital campaign plan, including clarity of the fund-raising mission, goals, and written campaign materials; 100% Board participation; the importance of naming opportunities; and an effective development director and staff. Mr. Dodson noted that the Board has pledged over \$500,000 in support of the Old Mint project; a \$1 million goal for the Board has been set.

E. Report on the Case Statement Steering Committee

Many San Franciscans participated in the creation of the new museum by providing input on the vision statement and stories that will be presented in the museum's exhibitions. An analysis of the responses will be presented at the next meeting and to the Case Statement Steering Committee, which was appointed to develop the story line for The Museum of the City of San Francisco. Ira Michael Heyman will chair the Steering Committee; Harry Low will serve as Vice Chair.

F. Report on the Request for Qualifications for Designer of the Museum of San Francisco at the Old Mint

The SFMHS Executive Committee concurred that it would be advantageous to initiate a process to consider additional design proposals for the Old Mint Project. This effort would demonstrate the openness of the process and identify the best museum



designer for the project. Mr. Dodson reported that approximately 12 firms have responded to the SFMHS Request for Qualifications for the design of the Old Mint Project. It is expected that final candidates will be interviewed soon, and a design firm recommended to the SFMHS Board of Directors for approval. It is planned that the designer will work with the museum director and the Case Statement Steering Committee. In response to questions raised, Mr. Dodson advised that an Old Mint project manager, responsible for the entire construction project, will be hired and will work closely with the contractor, Turner Construction, and the San Francisco history museum director and numismatic museum curator.

**V. Report of the Executive Director – Jerome L. Dodson**

- A. Report on TDR (Transferable Development Rights) Expenditure Plan Agreement and Authorization of Patri Merker Associates to Resume Work

This matter was addressed as part of Mr. Dodson's report on Current and Future Cash Flow at the beginning of the meeting. Mr. Mendelsohn advised that a buyer has been identified to purchase 12,500 extra tax credits at \$25 a unit, which will result in \$360,000 in additional funding.

- B. Report on the Memoranda of Understanding with the American Numismatic Association (Not-for-Profit Entity), San Francisco Convention and Visitors Bureau, and Lark Creek Restaurant Group

Once the schematics are completed, definitive space allocations can be made, and memoranda of understanding negotiations with the American Numismatic Association, San Francisco Convention and Visitors Bureau, and the Lark Creek Restaurant Group can be finalized. Discussions are ongoing with the three sub-tenants. These memoranda of understanding will be important to the Disposition and Development Agreement with the City.

- C. Report on the Recruitment of Staff Positions

Mr. Dodson expressed the hope that the museum director would have fundraising experience and would lead recruitment efforts for a development director, as well as other key positions. Mrs. Wilsey stressed the importance of hiring additional, qualified development staff to support the capital campaign.

- D. Report on the Use of New Market Tax Credits to Match the \$2.88 in Proposition 40 Funds Awarded by the California Cultural and Historical Endowment Board

This matter was addressed as part of Mr. Dodson's report on Current and Future Cash Flow at the beginning of the meeting.



E. Report on Current and Future Exhibitions

1. Report on the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

Mrs. Mendelsohn reported that several million visitors will have viewed *Amusing America* when the two-year exhibition ends on July 31, 2006. The exhibition will then be de-installed, and there are no definitive plans for the future use of the space at this time. It was noted that the lease with the Port of San Francisco expires in July 2006 and may be continued.

2. City Hall Exhibitions

“The Old Mint Building: Past, Present, and Future”, is presently on display in the South Light Court at City Hall. The exhibition chronicles the history of the Old Mint and introduces the restoration plans for the Museum of San Francisco scheduled to open to the public in December 2007. In March 2006, an exhibit featuring the re-building of San Francisco after the 1906 earthquake will be curated by Gladys Hansen.

F. Other Informational Item – Move of the SFMHS Administrative Offices

Mr. Dodson reported that the SFMHS Administrative Offices will move from the Old Mint to the Humboldt Bank Building at the corner of Market and 4<sup>th</sup> Street next weekend (785 Market Street, Suite 600, San Francisco, CA, 94103). Free office space for the first year and half-rent for the second year was successfully negotiated. The phone number will remain the same.

VI. **Report of the Director of the Fine Arts Museums – Robert Futernick, Associate Director of the Fine Arts Museums, for John E. Buchanan, Jr.**

A. Report on the Interim de Young Collection Management Facility in South San Francisco

Mr. Futernick advised that discussions are being finalized between the Fine Arts Museums and the Walt Disney Family Foundation to share the Interim de Young Collection Management Facility in South San Francisco. The Foundation is willing to cover rent and operating costs for one-half of the storage space and approximately one-third of the entire facility. The Museums are preparing to relocate its San Francisco history collection to the South San Francisco state-of-the art storage facility. Mr. Futernick extended an invitation to the Advisory Committee to view this material after the move has occurred. The master lease for the space is held by the San Francisco Airport and extends to April 2009.

The need for appropriate storage for the SFMHS history collection remains.

**VII. Public Comment**

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

**VIII. Next Meeting of the San Francisco Museum and Historical Society Advisory Committee to be Held in April 2006**

The Advisory Committee agreed that the next meeting should be held at the San Francisco Public Library at the end of April 2006 with a subsequent meeting scheduled in early June.

**IX. Adjournment – Ira Michael Heyman, Chair**

There being no further business, the meeting was adjourned at 11:05 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

sfnhsac062

## OFFICIAL MEETING NOTICE

San Francisco Museum and Historical Society  
Advisory Committee

May 23, 2006  
9:15 a.m.

DOCUMENTS DEPT.

MAY 19 2006

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### AGENDA

#### ORDER OF BUSINESS

- I. Calling of the Meeting to Order and Welcome to Erik Christoffersen,  
SFMHS Interim Executive Director – Ira Michael Heyman, Chair
- II. Calling of the Roll

Philip Choy  
Charles Crocker  
Jerome L. Dodson  
Charles A. Fracchia  
Susan Goldstein, Vice Chair  
Ira Michael Heyman, Chair  
Ink Mendelsohn  
Dr. Raye Richardson  
Charles Striplen  
Susan Stryker  
Diane B. Wilsey

There will be an opportunity for public comment before or during each agenda item.



### **III. Report of the Chair – Ira Michael Heyman**

- |    |  |                   |
|----|--|-------------------|
| A. | Consideration and Possible Action to Approve the Minutes of the February 28, 2006 Meeting of the San Francisco Museum and Historical Society Advisory Committee (See Appendix A – Draft Minutes)   | <b>Action</b>     |
| B. | Consideration and Possible Action to Extend the Term of the SFMHS Advisory Committee (See Appendix B – Covering Memorandum from Ira Michael Heyman)  | <b>Action</b>     |
| C. | Consideration and Possible Action to Approve the Draft Annual Report of the SFMHS Advisory Committee for the Period March 1, 2005 through May 31, 2006 for Submission to the Board of Supervisors in June 2006 (See Appendix C – Draft Annual Report for the Period March 1, 2005 through May 31, 2006) <sup>1</sup> | <b>Action</b>     |
| D. | Resignation of Charles Crocker from the SFMHS Advisory Committee <sup>2</sup>  | <b>Discussion</b> |
| E. | Other Informational Items  | <b>Discussion</b> |

### **IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society – Jerome L. Dodson**

- |    |  |                   |
|----|--|-------------------|
| A. | Report on the April 17, 2006 Earthquake Centennial at The Palace Hotel                                 | <b>Discussion</b> |
| B. | Report on the Search for a Director of the Museum of San Francisco at the Old Mint                     | <b>Discussion</b> |
| C. | Report on the Request for Qualifications for a Designer of the Museum of San Francisco at the Old Mint | <b>Discussion</b> |
| D. | Report on the Engagement of Design Consultants for the Museum of San Francisco at the Old Mint         | <b>Discussion</b> |
| E. | Report on the SFMHS Capital Campaign Plan  | <b>Discussion</b> |
| F. | Report on the Status of Federal Legislation / San Francisco Old Mint Commemorative Coin Act            | <b>Discussion</b> |

<sup>1</sup> The final Annual Report incorporating actions taken and developments reported at the May 23, 2006 SFMHS Advisory Committee meeting will be circulated to the SFMHS Advisory Committee in June for approval.

<sup>2</sup> Representative of the Fine Arts Museums of San Francisco. Philip Choy has indicated his intention to also resign from the SFMHS Advisory Committee.



- |    |                           |            |
|----|---------------------------|------------|
| G. | Other Informational Items | Discussion |
|----|---------------------------|------------|
- V. Report of the Interim Executive Director – Erik Christoffersen**
- |    |  |            |
|----|--|------------|
| A. | Report on the Status of the Disposition and Development Agreement between the SFMHS and the City of San Francisco  | Discussion |
| B. | Report on the Memoranda of Understanding with the American Numismatic Association (Not-for-Profit Entity), San Francisco Convention and Visitors Bureau, and Lark Creek Restaurant Group | Discussion |
| C. | Report on the Recruitment of Staff Positions   | Discussion |
| D. | Report on SFMHS Operating Budget (To Be Distributed at the Meeting)  | Discussion |
| E. | Report on the Use of New Market Tax Credits to Match the \$2.88 in Proposition 40 Funds Awarded by the California Cultural and Historical Endowment Board                                | Discussion |
| F. | Report on TDR (Transferable Development Rights) Expenditure Plan Agreement and Authorization of Patri Merker Associates to Resume Work   | Discussion |
| G. | Report on Current and Future Exhibitions   | Discussion |
| 1. | Report on the <i>Amusing America</i> Exhibition at Pier 45 – Ink Mendelsohn  | Discussion |
| 2. | City Hall Exhibitions  | Discussion |
| H. | Other Informational Items  | Discussion |
- VI. Report of the Director of the Fine Arts Museums – Robert Futernick, Associate Director of the Fine Arts Museums, for John E. Buchanan, Jr.**
- |    |                           |            |
|----|---------------------------|------------|
| A. | Other Informational Items | Discussion |
|----|---------------------------|------------|
- VII. Public Comment**

Members of the public may address the Advisory Committee on items within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes.





**VIII. Next Meeting of the San Francisco Museum and Historical Society**

**Discussion**

**IX. Adjournment – Ira Michael Heyman, Chair**

**Action**



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Sunshine Ordinance Task Force  
City Hall, Room 409  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4683  
Office: (415) 554-7724  
Fax: (415) 554-7854  
E-mail: [sotf@sfgov.org](mailto:sotf@sfgov.org)

A free copy of the Sunshine Ordinance can be obtained from Mr. Darby, or by printing Chapter 67 of the San Francisco Administrative Code on the Internet, <http://www.sfgov.org/sunshine/>

If you are unable to attend the meeting, you may submit written comments to Judy Gough, Fine Arts Museums of San Francisco, de Young, Golden Gate Park, 50 Hagiwara Tea Garden Drive, San Francisco, CA, 94118-4501. Public documents referred to in the agenda may be inspected at the Administrative Offices of the Fine Arts Museums located at the de Young, Golden Gate Park, 50 Hagiwara Tea Garden Drive, San Francisco, CA, 94118-4501. Please contact Judy Gough at (415) 750-3669 to make arrangements.

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Frequently Asked Questions



MEMORANDUM

TO: Advisory Committee to SFMHS  
FROM: Mike Heyman  
Re: Meeting of May 23, 2006

As we learned in the February meeting, there has been progress made on the funding front. That has continued and we'll be brought up to date on the particulars. Further, Erik Christoffersen has been appointed to the post vacated by Gilbert Castle. His title is Interim Executive Director. He and I have met and I am quite impressed with his breadth, his management approach, and his openness. You will, of course, meet him at the meeting.

Also, the Museum Board has authorized a search for a permanent Museum Director, which I welcome. Jerry and Erik will comment on this development.

And money became available to allow the architects to proceed with schematic drawings and also has allowed the engaging of a first rate firm to begin developing the design of the exhibit spaces, the modes of presentation, and the themes to be addressed. This will be done in conjunction with the "Case Statement Steering Committee" which I agreed to chair.

The information above is relevant to our future plans. As I see it, we have three choices.

First, we can disband on June 30<sup>th</sup> with our final report, a draft prepared by Judy Gough which accompanies the Agenda and will be made into a Final Report to be sent to you for concurrence in June.

Secondly, we can seek continuation of the Advisory Committee for another year.

Finally, we can let our official existence lapse on June 30<sup>th</sup>, but inform the Board of Supervisors that we will continue on a volunteer basis through the Fall.

I would advise against going out of business entirely for three reasons. One is that while progress is being made, there is much still to be accomplished. Second, there is yet to be entered into a Final Disposition and Development Agreement between SFMHS and





the City that requires the completion of schematic drawings. That's the document that will give SFMHS control of the Mint and is planned to occur in the Fall. We could fulfill a useful role in counseling the Museum and the Board in coming to agreement if there are sticking points. Finally, we can address much more definitively than now the question of what entity in the City administration should have the responsibility of relating to SFMHS thereafter.

If you agree with the foregoing, I urge that we recommend another one year (or half year) extension of our term. We need not meet as frequently as we have (perhaps twice during the year unless extra meetings seem imperative), we can continue to be available for advice and counsel, for instance in the launching of the capital campaign, and if we are still "official", we can continue to lend weight to the Museum's efforts to relate to the many communities in the City.

These are my thoughts and I ask you to think carefully about the options which we will discuss on the 23<sup>rd</sup>.

Mike



**DRAFT (See note at the end of the report)**

**SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE**

**2005-06 Annual Report**

**Submitted to the  
Board of Supervisors  
City and County of San Francisco  
May 31, 2006**

**I. Background**

The San Francisco Museum and Historical Society (SFMHS) Advisory Committee was established by Ordinance of the Board of Supervisors adopted on June 3, 2002. The first meeting of the Advisory Committee was held on November 14, 2002, three and one-half years ago. This annual report covers the period March 1, 2005 through May 31, 2006.

The members of the Advisory Committee are:

- Philip Choy<sup>1</sup>
- Charles Crocker<sup>2</sup>
- Charles Fracchia<sup>3</sup>
- Susan Goldstein, Vice Chair<sup>4</sup>
- Ira Michael Heyman, Chair<sup>5</sup>
- Ink Mendelsohn<sup>6</sup>
- Richard Moran<sup>7</sup>
- Dr. Raye Richardson<sup>8</sup>
- Charles Striplen<sup>9</sup>
- Susan Stryker<sup>10</sup>
- Diane B. Wilsey<sup>11</sup>

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<sup>1</sup> Appointed by the Board of Supervisors

<sup>2</sup> Appointed by the Fine Arts Museums of San Francisco

<sup>3</sup> Historian appointed by the Mayor

<sup>4</sup> City archivist appointed by the San Francisco Public Library

<sup>5</sup> Former Secretary of the Smithsonian Institution and Chancellor of the University of California, Berkeley, appointed by the Mayor

<sup>6</sup> Appointed by the San Francisco Museum and Historical Society

<sup>7</sup> Appointed by the San Francisco Museum and Historical Society

<sup>8</sup> Appointed by the Mayor

<sup>9</sup> Appointed by the Board of Supervisors

<sup>10</sup> Appointed by the Board of Supervisors

<sup>11</sup> Appointed by the Fine Arts Museums of San Francisco



San Francisco Museum and Historical Society  
Advisory Committee  
2005-06 Annual Report  
May 31, 2005

The Advisory Committee is staffed by the Fine Arts Museums of San Francisco (FAMSF). The following serve as staff to the Advisory Committee:

- Erik Christoffersen, Interim Executive Director, San Francisco Museum and Historical Society
- Robert Futernick, Associate Director, for John E. Buchanan, Jr., Director of Museums, Fine Arts Museums of San Francisco
- Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

The purposes and responsibilities of the Advisory Committee are:

- The analysis and recommendations for the City history collections of the San Francisco Museum and Historical Society (SFMHS), the Fine Arts Museums of San Francisco (FAMSF), the San Francisco Public Library (SFPL) and other City departments (the "Collection") including but not limited to, issues related to the inventory, housing, storage, exhibition, conservation and development of such Collection;
- Managing the type of relationship between the City and SFMHS that would best serve to ensure the continuing existence, financial stability and success of the SFMHS as a museum institution;
- Sources of potential financial support for SFMHS;
- The potential creation of one or more full-time or part-time positions under the Fine Arts Museums' budget for the purpose of conducting a complete inventory/catalogue of the City and County of San Francisco's historical collections as well as those of the Society;
- The potential merger of the City's historical collections with the Society's Collection; and
- Strategies to promote citywide communication and partnership between various local organizations that hold historical/cultural resources.

## **II. 2004 SFMHS Advisory Committee Meetings**

- During the reporting period March 1, 2005 through May 31, 2006, the SFMHS Advisory Committee held six meetings on March 24, 2005; June 1, 2005; September 21, 2005; November 31, 2005; February 28, 2006; and May 23, 2006.



### **III. SFMHS Advisory Committee Deliberations / Actions**

- The legislation creating the SFMHS Advisory Committee stated that “the operation of the Committee shall expire on June 1, 2005, unless otherwise amended by the Board of Supervisors.” At the meeting on March 24, 2005, the SFMHS Advisory Committee voted to recommend to the Board of Supervisors that the term of the SFMHS Advisory Committee be extended for an additional year beyond the June 1, 2005 expiration date. On May 17, 2005, the Board of Supervisors passed an Ordinance amending Section 2A.166 of the San Francisco Administrative Code extending the operations of the SFMHS Advisory Committee for one year until June 1, 2006.
- The optimal, future relationship between the SFMHS and the City of San Francisco was discussed at the March 24, 2005 meeting. The Advisory Committee concluded that it was premature to reach a determination at this time and that this matter would be considered in one year before the June 1, 2006 expiration date.
- Status reports on the re-designed Crystal Courtyard and the refinement of the conceptual plans for the Museum of San Francisco at the Old Mint were received on an ongoing basis.
- Financial reports pertaining to the SFMHS operating budget (which presently totals \$546,258), current and projected SFMHS cash flow through calendar year 2009, and the status of the public and private fund-raising for the SFMHS Old Mint Project, including the \$15 million capital campaign, were routinely presented.
- For the period, calendar years 2007-2009, revenues and expenses for the Old Mint project were projected at \$59,350,000.
- The governance and operations of the SFMHS were regularly discussed including SFMHS programs and exhibitions.
- Prior to his retirement at the end of December 2005, the Advisory Committee recognized the invaluable guidance and leadership provided by Harry S. Parker III, Director of the Fine Arts Museums, towards the effort to create a Museum of San Francisco at the Old Mint

### **IV. Accomplishments in Creating a Museum of San Francisco History at the Old Mint**

The tasks necessary to create the Museum of San Francisco at the Old Mint are demanding and complex. While significant progress had been made in reorganizing the Board and Committees, further attention is necessary to assure success. The SFMHS Board of Directors must address the efficient coordination of the three crucial museum-related activities presently occurring: (A) Restoration of the Old Mint and its preparation for museum use; (B) Planning the museum program; and (C) Public and private fund raising.





A. The Old Mint Building

- In early 2006, the SFMHS Board of Directors decided to hire a permanent museum director to coordinate all aspects of the project, including the design, schematics, construction, fund-raising, and financial management, etc.
- Twelve firms responded to a Request for Qualifications for the design of the Old Mint Project distributed by the SFMHS at the end of 2005. Following interviews of the final candidates, a Boston design firm of Christopher Chadbourne & Associates was selected and subsequently approved by the SFMHS Board of Directors.
- Progress has continued on the design of the project as funds have become available to compensate the architects and designers; the architects are presently finalizing the schematic design which will be completed no later than June 15, 2006.
- Following the completion of the schematic design, the Disposition and Development Agreement (DDA) with the City can be finalized, and memoranda of understanding with the sub-tenants, the American Numismatic Association, San Francisco Convention and Visitors Bureau, and a to be determined restaurant group can be executed.
- The Environmental Impact Negative Declaration Report for the Old Mint project, completed and published in late 2004, was certified by the Board of Supervisors on May 23, 2005. Compliance with the California Environmental Quality Act (CEQA) was addressed in the report. CEQA compliance is an important element of the Proposition 40 grant funding and to the completion of the Development and Disposition Agreement under negotiation with the City.
- Major timelines, including sources and uses of funds, for the Old Mint Project covering the next four years through 2008 were established and relate to significant Old Mint Project accomplishments, the contents of the Museum of San Francisco, and the hiring of personnel.
- Mayor Gavin Newsom participated in a groundbreaking and ribbon cutting event at the Old Mint on October 7, 2005; Sydnie Kohara of KPIX-TV served as mistress of ceremonies.
- In March 2006, the SFMHS administrative offices moved from the Old Mint to the Humboldt Building located at 785 Market Street, Suite 600, San Francisco, CA, 94103, in order to prepare the Old Mint site for construction.



B. Public and Private Fund Raising

- In November 2005 the House of Representatives approved a key financing component of the plans to create the Museum of San Francisco at the Old Mint by selling gold and silver commemorative coins estimated to raise \$8.5 million for the project. Rep. Nancy Pelosi sponsored the legislation. Senators Dianne Feinstein and Barbara Boxer introduced identical legislation in the Senate. It has been approved by both houses of Congress and is anticipated to be signed into legislation at the end of May 2006.
- The location of the Old Mint Project meant that it qualified for funds through a federal program, which provides tax credits for investors in economically depressed areas. The new market tax credits are important source of financing for the project and are projected to total between \$10 and \$15 million. Combined with the \$11 million in historic preservation tax credits they are expected to finance between 30% and 40% of the project costs.
- The California Cultural and Historical Endowment (CCHE) grant award of \$2,887,000 will be received when the Disposition and Development Agreement (DDA) with the City of San Francisco is finalized following the completion of the schematic design.
- Required matching funds for the CCHE grant award of \$2,887,000 are in hand largely through the receipt of \$867,000 of Intercontinental Hotel Transferable Development Rights (TDRs), \$251,000 from Saving America's Treasures, \$100,000 from the Columbia Foundation and \$1.669 million in new market tax credits from the Chevron Corporation.
- A second grant application for \$3 million in Proposition 40 funds was submitted to the California Cultural and Historical Endowment Panel on January 31, 2006. SFMHS recently received notification that it did not receive any funds from this round.
- The \$1.2 million fund-raising goal required by the Exclusive Negotiating Agreement with the City was met.
- Sources of funding were identified for the \$55,000,000 Old Mint Project: 1) Funds already received or contractually obligated, \$6,736,700; 2) high degree of confidence funds total \$27,003,700 (funds in hand plus funds awarded but not yet received); and 3) high degree of confidence funds excluding loans, \$24,505,200.
- The SFMHS Board of Trustees pledged \$500,000 in support of the Old Mint Project; a \$1,000,000 goal for the Board of Trustees was set. A \$15 million capital campaign goal has been established.



- In May 2005, meetings were held with Mayor Gavin Newsom and Aaron Peskin, President of the Board of Supervisors, to discuss the feasibility of a seismic general obligation bond measure in 2006 for all major San Francisco buildings including the Old Mint.
- On April 17, 2006 a successful earthquake centennial event was held at The Palace Hotel followed by commemorative ceremonies the next morning at 5 a.m. at Lotta's Fountain. The event was presented jointly by the SFMHS and Chinese Historical Society of America (CHSA) and raised approximately \$125,000 in net proceeds for the SFMHS.

C. Museum Governance

- In early 2005, Jerome L. Dodson was elected President of the SFMHS Board of Directors and Charles L. Fracchia was named SFMHS Founder and President Emeritus.
- A new Board committee structure was implemented this past year and includes the following committees:
  - Executive Committee
  - Governance Sub-Committee
  - Audit Committee
  - Building Committee
  - Collections and Exhibitions Committee
  - Development Committee
  - Finance Committee
  - Major Gifts Committee
  - Membership and Marketing Committee
  - Nominating Committee
  - Steering Committee for the Development of the Story Line
  - Technology Committee
- Nominating guidelines for the recruitment of SFMHS Board Members were implemented.

D. Museum Programming

- Consultant Robert Macdonald, Emeritus Director of the History Museum of New York, provided programmatic direction for the planning of the San Francisco Museum and was responsible for drafting a case statement in May 2004, entitled "The Museum of the City of San Francisco / A museum for the 21<sup>st</sup> Century."



- A public participation process was initiated to elicit responses to the case statement for the Museum of San Francisco at the Old Mint; the case statement and questionnaire were available to the public on the SFMHS website and in libraries throughout San Francisco.
- Consultant Macdonald and Gilbert H. Castle, III, Executive Director, resigned in February 2006, and Erik Christoffersen was hired as Interim Executive Director on March 20, 2006.
- There is a continuing and critical need for the Board of Trustees to determine the content of the museum. A collections policy, with full understanding of the ancillary departments and storage needs required to support a history collection and which addresses the availability of artifacts for exhibitions, through loan or otherwise, must be adopted. The Collections Resolution has been drafted in the interim.
- Jerome L. Dodson, SFMHS President, presented a detailed report on the Museum of the City of New York. The San Francisco history museum must be substantive and include depth of documentation, critical historical analysis, and materials/artifacts within a supportive context. It has to tell many different stories through rotating exhibitions and the use of various media.
- The first major SFMHS artifact, a Gold Rush Era ship excavated at the corner of Folsom and Spear Streets, was acquired in September 2005.
- The second artifact was purchased by SFMHS in November 2005, a check from the James King of William Bank, one of the first five banks in San Francisco.
- When the SFMHS exhibition, *Amusing America*, organized by Ink Mendelsohn, closes at Pier 45 at the end of July 2006, more than 2 million visitors will have viewed the exhibit since it opened on August 5, 2004.
- Throughout the year, SFMHS continued to organize/coordinate exhibitions in the South Light Court at City Hall.

#### V. Concerns Moving Forward

- There is need for additional operating funds to begin hiring professional museum staff. At the time of this writing, the SFMHS Board of Directors has decided to hire a permanent museum director to coordinate all aspects of the project, including the design, schematics, construction, fund-raising, and financial management, etc. The museum director will help to articulate how the museum might present the history of San Francisco at the Old Mint in keeping with a case statement, which defines the vision and mission of the Museum of San Francisco as a center for education and





related programming. The basic approach to exhibitions will rely on thematic, narrative, and experiential presentations of material. The museum director will also be responsible for the prompt recruitment of key positions, such as a development director charged with the management of the capital campaign, as well as the identification of future staffing needs for the museum.

- The SFMHS Board of Directors must expeditiously act to approve a case statement, followed by the timely adaptation of appropriate collection policies (including collection management guidelines); reach decisions regarding the extent, potential location, and adequacy of necessary storage facilities; respond to questions concerning permanent and temporary exhibitions; and develop means for assuring inclusion of the stories of the multiple groups that reside in San Francisco.
- Continued attention must be focused on community outreach and creating more diversity among the Board and committees.
- Further elaboration of the means to carry out the capital campaign will be required to assure its success.

#### **VI. Future Considerations**

- Ongoing review of the financial capability of the SFMHS organization to raise from private and public sources \$55 million for the Old Mint/San Francisco history museum project including: a) additional Federal appropriations through Congressional earmarks; b) various grants from corporations and foundations, which have been received or are pending; c) continued progress with the capital campaign; and d) application for additional Proposition 40 funding in the next grant cycle.
- Ongoing review of the development of the Museum of San Francisco at the Old Mint including project costs, the disposition and development agreement, the sixty-six year ground lease, the securing of City permits, and final building design elements.
- Further deliberation regarding the future storage and conservation needs of the SFMHS history collection, including a commitment from the City to continue the storage facility arrangement on Treasure Island.



San Francisco Museum and Historical Society  
Advisory Committee  
2005-06 Annual Report  
May 31, 2006

## **VII. Recommendations**

(Include excerpts here from Chair Heyman's Memorandum to the SFMHS Advisory Committee to be presented at the March 23<sup>rd</sup> SFMHS Advisory Committee meeting.)

Respectfully submitted,

Ira Michael Heyman  
Chair

cc Board of Directors, San Francisco Museum and Historical Society  
Board of Trustees, Fine Arts Museums of San Francisco

**Note to SFMHS Advisory Committee:** The above draft will be revised to include actions taken and developments reported at the May 23, 2006 SFMHS Advisory Committee meeting and will be re-circulated to the Advisory Committee in June for final approval.



# San Francisco Museum and Historical Society Advisory Committee

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**May 23, 2006**

SAN FRANCISCO MUSEUM AND HISTORICAL SOCIETY  
ADVISORY COMMITTEE

May 23, 2006

- I. Calling of the Meeting to Order – Ira Michael Heyman, Chair

A meeting of the San Francisco Museum and Historical Society (SFMHS) Advisory Committee was held on Tuesday, May 23, 2006, in the Paley Conference Room, third floor, San Francisco Public Library, 100 Larkin Street, San Francisco. The meeting was called to order at 9:30 a.m. by Ira Michael Heyman, Chair. Chair Heyman presided; Judy Gough acted as Secretary.

- II. Calling of the Roll

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Present:

Jerome L. Dodson  
 Susan Goldstein  
 Ira Michael Heyman  
 Ink Mendelsohn  
 Dr. Raye Richardson  
 Charles Striplen  
 Susan Stryker  
 Diane B. Wilsey

Excused:

Philip Choy  
 Charles Crocker  
 Charles Fracchia

Staff Present:

Erik Christoffersen, Interim Executive Director, San Francisco Museum and Historical Society  
 Robert Futernick, Associate Director, Fine Arts Museums of San Francisco  
 Judy Gough, Executive Secretary, Fine Arts Museums of San Francisco

### III. Report of the Chair – Ira Michael Heyman

#### A. Consideration and Possible Action to Approve the Minutes of the February 28, 2006 Meeting of the San Francisco Museum and Historical Society Advisory Committee

A motion was made and seconded to approve the minutes of the February 28, 2006 meeting of the SFMHS Advisory Committee. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to approve the minutes as distributed.

#### B. Consideration and Possible Action to Extend the Term of the SFMHS Advisory Committee

Chair Heyman reviewed his appended May 23, 2006 memorandum to the SFMHS Advisory Committee regarding the future of the Committee. The memorandum set forth three options: 1) disband on June 30, 2006 in accordance with the legislation establishing the Committee and with the submission of the Advisory Committee's final report to the Board of Supervisors; 2) seek the approval of the Board of Supervisors to continue the Advisory Committee for another one year term; or 3) disband on June 30<sup>th</sup>, but advise the Board of Supervisors that the Advisory Committee would continue on a volunteer basis for one year or a lesser period of time. The Advisory Committee concurred that if it were to continue to meet in the future, it should do so in an official rather than a voluntary capacity.

Chair Heyman suggested that it would probably be useful to continue the work of the Advisory Committee. However, he clearly indicated his desire to retire as Chair and a member of the Committee at the end of the next term, if the Committee wishes to continue for another year. Furthermore, Chair Heyman noted his agreement to chair the SFMHS Story Line Committee, which will interact with the museum designers in defining the content of the San Francisco History Museum. It was also noted that the interest of some of the members appears to be lagging. Philip Choy has stated his intention to resign; Charles Crocker has submitted his resignation; and other members are finding it difficult to attend

meetings.

Mr. Christoffersen stated that it would be helpful to the SFMHS if the Advisory Committee continues to function until the Development and Disposition Agreement is executed with the City in July 2006. Mr. Mendelsohn advised that the existence of the Advisory Committee has been of critical importance to the SFMHS, noting that the Board of Supervisors looks to this body for advice. He strongly recommended that it continue to function for another year. Chair Heyman suggested that the role of the SFMHS Story Line Committee might play a more significant role than the Advisory Committee in the future. In fact, he recommended consideration be given to calling upon the expertise of some of the members of the Advisory Committee to serve on an expanded SFMHS Story Line Committee.

Following lengthy discussion, it was moved and seconded to continue the Advisory Committee for another year with no less than two meetings held during that period of time. There was no discussion among Advisory Committee members; there was no public testimony. The Advisory Committee voted unanimously to adopt the motion. Deputy City Attorney Adine Varah will be requested to assist in drafting an Ordinance amendment addressing these changes with the Board of Supervisors, specifically a change in the bimonthly meeting requirement and a shift in responsibility for staffing the Advisory Committee from the Fine Arts Museums of San Francisco to the SFMHS.<sup>[1]</sup>



C. Consideration and Possible Action to Approve the Draft Annual Report of the SFMHS Advisory Committee for the Period March 1, 2005 through May 31, 2006 for Submission to the Board of Supervisors in June 2006<sup>[2]</sup>

The draft report will be revised to incorporate the Committee's decision to recommend to the Board of Supervisors another one year term for the Advisory Committee with no less than two meetings held during that period of time and a shift in responsibility for staffing the Advisory Committee from the Fine Arts Museums of San Francisco to the SFMHS. The amended report will be distributed to the Advisory Committee for final review before it is submitted to the Board of Supervisors.

D. Resignation of Charles Crocker from the SFMHS Advisory Committee<sup>[3]</sup>

Chair Heyman announced the resignation of Charles Crocker, who recently retired, as a member of the SFMHS Advisory Committee.

IV. Report of the President of the Board of Directors of the San Francisco Museum and Historical Society to Jerome L. Dodson

A. Report on the April 17, 2006 Earthquake Centennial at The Palace Hotel

Mr. Dodson reported on the successful April 17, 2006

Earthquake Centennial. A civic dinner ticketed at \$500 per person was held at The Palace Hotel on Monday, April 17<sup>th</sup>, followed by commemorative ceremonies the next morning at 5 a.m. at Lotta's Fountain on Market Street and a breakfast at The Palace Hotel at 7 a.m. Approximately 800 people attended. Gross ticket sales totaled \$527,000 with expenses of approximately \$286,000. The \$240,000 in net proceeds were split between the two sponsors, one-third or \$80,000 was directed to the Chinese Historical Society of America; and the remaining two-thirds or \$160,000 went to the SFMHS.

#### B. Report on the Search for a Director of the Museum of San Francisco at the Old Mint

Mr. Dodson reported that Erik Christoffersen has been hired as the Interim SFMHS Executive Director. Mr. Christoffersen has a Masters in Business Administration from Harvard University and worked as a management consultant for three years in Boston re-engineering operations for large Fortune 500 companies. He moved to the West Coast in the fall of 1997 and was involved in various internet space and wireless data software start-ups. His financial expertise is invaluable as SFMHS moves forward with the real estate development of the San Francisco History Museum.

Efforts are underway to recruit a permanent museum director; a job opportunity advertisement will be placed on the Association of American Art Museum Directors website in the near future.

### C. Report on the Request for Qualifications for and the Engagement of a Designer of the Museum of San Francisco at the Old Mint

A request for qualifications for a designer of the San Francisco History Museum was distributed, and interviews were conducted. Christopher Chadborne and Associates has been hired and will work closely with architects Patri Merker in further developing the design of the San Francisco History Museum at the Old Mint. The firm is based in Boston and designed the Price of Freedom exhibition in the Smithsonian's National Museum of American History in Washington, D.C. At the request of Ms. Goldstein, information regarding the firm will be circulated to the SFMHS Advisory Committee. It was pointed out that museum designer Barry Howard will design the numismatic museum at the Old Mint.

### D. Report on the SFMHS Capital Campaign Plan

A naming opportunities program for the San Francisco History Museum at the Old Mint is under development. Mr. Dodson expressed the hope that Mrs. Wilsey might be available to provide some guidance and advice regarding these plans. Work is beginning on the \$15 to \$20 million capital campaign. Mr. Dodson noted that the SFMHS Board has pledged over \$500,000 in support of the Old Mint project; a \$1 million goal for the Board has been set.

At the request of Mr. Dodson, Mr. Christoffersen

commented on the capital construction project, which totals \$58 million excluding any debt financing. To date, \$2.3 million, or 4% of the project cost, has been raised. Within the next ninety days, approximately \$4.4 million is expected for an additional 8% of the total capital plan. By September 2006, it is anticipated that approximately \$6.4 million, or 11-12% of the total \$58 million required to build the San Francisco History Museum at the Old Mint., will be secured. These figures do not include any endowment funds.

Funds committed from various public financing sources, each with different timing conditions, are expected to be received over the course of the construction project and amount to about \$30 million. Total project funding to date is estimated at \$36 million. A capital campaign of at least \$15 million, an additional \$5 million in new market tax credits, funds from HUD, and an appropriation from the Department of Transportation to finance the tenant improvements for the visitorsâ€™ center complete the

capital fund-raising plan. The capital campaign will be able to emphasize that each private dollar donated to the project is already matched with \$2 in public financing.

Mrs. Wilsey cautioned that State and Federal funding commitments can be uncertain and subject to change. She furthered advised that endowment funds should not be included in a capital campaign. Mrs. Mendelsohn also noted that operating funds will be

required to support the costs of staff, exhibitions, and programs. In addition, Mrs. Wilsey suggested that the cost of the construction project should include casework for the galleries, as well as storage and conservation facilities. Mr. Christoffersen advised that a complete review of the financial model for the project, as well as considerations pertaining to start-up capital and working capital for the first year, are under review. The schematic design phase is coming to a conclusion, which will permit new building cost estimates to be identified. The launch of the capital campaign will need to be deferred until these new cost estimates are known. Mrs. Wilsey pointed out that without a clear understanding of the San Francisco History Museum collection, it is difficult, if not impossible, to develop comprehensive curatorial plans for the galleries.

#### E. Report on the Status of Federal Legislation / San Francisco Old Mint Commemorative Coin Act

Mr. Dodson reported that the San Francisco Old Mint Commemorative Coin Act was passed by the House of Representatives and is expected to pass the Senate this week. The legislation was sponsored by Rep. Nancy Pelosi, and Senators Dianne Feinstein and Barbara Boxer, and is expected to raise approximately \$8.5 million for the Old Mint project through the minting and sale of 100,000 gold and 500,000 silver commemorative coins. The Bureau of the Mint is expediting pre-sales as soon as the coin design is final, which will allow sales to begin before the first

striking.

Mr. Mendelsohn advised that the initial \$4 to \$4.5 million in coin proceeds will be used to establish the numismatic museum at the Old Mint, and the residual will be allocated to the SFMHS for the remaining work on the San Francisco History Museum.

V. Report of the Interim Executive Director – Erik Christoffersen

A. Report on the Status of the Disposition and Development Agreement between the SFMHS and the City of San Francisco

The Disposition and Development Agreement (DDA) between the SFMHS and the City is expected to be approved by the Board of Supervisors in mid-July. Three matters need to be satisfied before approval can be achieved: 1) the schematic design must be finished, which is scheduled to conclude between June 12 and June 19; 2) a financial plan needs to be completed; and 3) the DDA document itself must be finalized.

B. Report on the Memoranda of Understanding with the American Numismatic Association (Not-for-Profit Entity), San Francisco Convention and Visitors Bureau, and Lark Creek Restaurant Group

The Memoranda of Understanding (MOU) with the American Numismatic Association and the San Francisco Convention and Visitors Bureau (SFCVB) are

moving forward. It is hoped that both MOUs will be executed in June 2006. The Lark Creek Restaurant Group recently opened a restaurant in the Bloomingdale's complex on Market Street. Discussions with them and other potential restaurant groups will follow.

The Martin Building Company has been retained by the City to work with the SFMHS to develop the Jesse Street plaza. The first of three public hearings organized by the Company occurred last week and focused on plans for the plaza, including constraints and opportunities; break-out groups generated ideas from the public. The second hearing on June 13<sup>th</sup> at 6 p.m., at 444 Jesse Street, will involve a presentation on three alternatives and public comment. The final alternative will be presented at an early July hearing for public comment.

### C. Report on the Recruitment of Staff Positions

The SFMHS fiscal year begins July 1<sup>st</sup>. A number of new positions will be considered in conjunction with the budgeting process. A part-time controller, a development director, a museum curator, perhaps on a consulting basis, and a museum director are under discussion. Chair Heyman strongly suggested that a museum director, who will be invested in the programmatic aspects of the San Francisco History Museum, must be recruited as soon as possible and is a significantly higher priority position than a museum curator. The executive director would focus on the management and financing of the Old Mint project

and the eventual operations of the history museum.

Mrs. Wilsey stressed the importance of recruiting a qualified museum director, who would bring business as well as museum experience to the position. Recruiting a museum director is critical to the credibility of the new museum. Chair Heyman strongly urged Mr. Dodson and Mr. Christoffersen to consider these comments. Lengthy discussion ensued regarding the confusion which exists regarding the roles of the museum director and the executive director, and the significance of naming the San Francisco History Museum in order to move forward with the recruitment of a museum director and the launching of the capital campaign.

#### D. Report on SFMHS Operating Budget as of March 31, 2006

Mr. Christoffersen distributed the SFMHS Financial Report as of March 31, 2006. Nine months of actual revenues and expenses have resulted in a surplus of \$128,000 vs. a budgeted surplus of \$95,000. A \$47,000 fiscal year end surplus is projected, which is expected to increase to a better-than-budget \$75,000 surplus.

#### E. Report on the Use of New Market Tax Credits to Match the \$2.88 in Proposition 40 Funds Awarded by the California Cultural and Historical Endowment Board

Mr. Christoffersen reported that \$2 million in new



market tax credits funds from Chevron have been received. A portion of these funds and the Transferable Development Rights (TDR) funds, the Columbia Foundation grant, and the Saving America's Treasures funds total \$2.887 million, the amount of matching funds required to receive the Proposition 40 funds in Round I.

#### F. Report on TDR (Transferable Development Rights) Expenditure Plan Agreement and Authorization of Patri Merker Associates to Resume Work

Of the \$1.145 million from Intercontinental Hotels, \$454,000 remain after funding various Patri-Merker project costs, including the schematic blueprints. The SFMHS submitted a comprehensive financial report to the City, which satisfied all City requirements. Last week, a TDR agreement with Fortress was signed, which will generate an additional \$363,000 for the project.

#### G. Report on Current and Future Exhibitions

##### 1. Report on the *Amusing America* Exhibition at Pier 45 – Ink Mendelsohn

The *Amusing America* exhibition will end its two-year run on July 31, 2006. The exhibition will then be de-installed, and there are no definitive plans for the future use of the space at this time. The lease with the Port of San Francisco expires in July 2006, and an issue pertaining to the new market tax credits may impact lease negotiations. The

exhibition is currently breaking even. Determinations will need to be reached as to whether the mounting of exhibitions at this site are an effective use of limited SFMHS resources and an efficient way to promote the SFMHS and the Old Mint project.

## 2. City Hall Exhibitions

A San Francisco earthquake exhibit curated by Gladys Hansen was installed in the South Light Court at City Hall on April 14<sup>th</sup>. Chair Heyman will communicate concerns regarding the exhibition to the SFMHS leadership.

- VI. Report of the Director of the Fine Arts Museums à€“ Robert Futernick, Associate Director of the Fine Arts Museums, for John E. Buchanan, Jr.

Due to time constraints, there was no report from the Fine Arts Museums of San Francisco.

- VII. Public Comment

Members of the public may address the Advisory Committee on items not on the agenda that are within the subject matter jurisdiction of the San Francisco Museum and Historical Society Advisory Committee. Speakers may address the Advisory Committee for up to three minutes; the Chair or the Advisory Committee may limit the total comment to thirty minutes. There was no public comment.

VIII. Next Meeting of the San Francisco Museum and Historical Society Advisory Committee

The Advisory Committee agreed that the next meeting would be called by the Chair after it is known whether the Board of Supervisors extends the term of the Committee for an additional year.

IX. Adjournment â€” Ira Michael Heyman, Chair

There being no further business, the meeting was adjourned at 11:30 a.m.

Respectfully submitted,

Judy Gough  
Executive Secretary

Note: These minutes set forth all actions taken up by the Advisory Committee on matters stated, but not necessarily in the order in which the matters were considered.

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[1] The Board of Supervisors subsequently elected to not renew

the term of the SFMHS Advisory Committee.

[2] The appended final Annual Report incorporating actions taken and developments reported at the May 23, 2006 SFMHS Advisory Committee was circulated to the SFMHS Advisory Committee for approval prior to its submission to the Board of Supervisors on June 22, 2006.

[3] Representative of the Fine Arts Museums of San Francisco.







